

FIG. 1

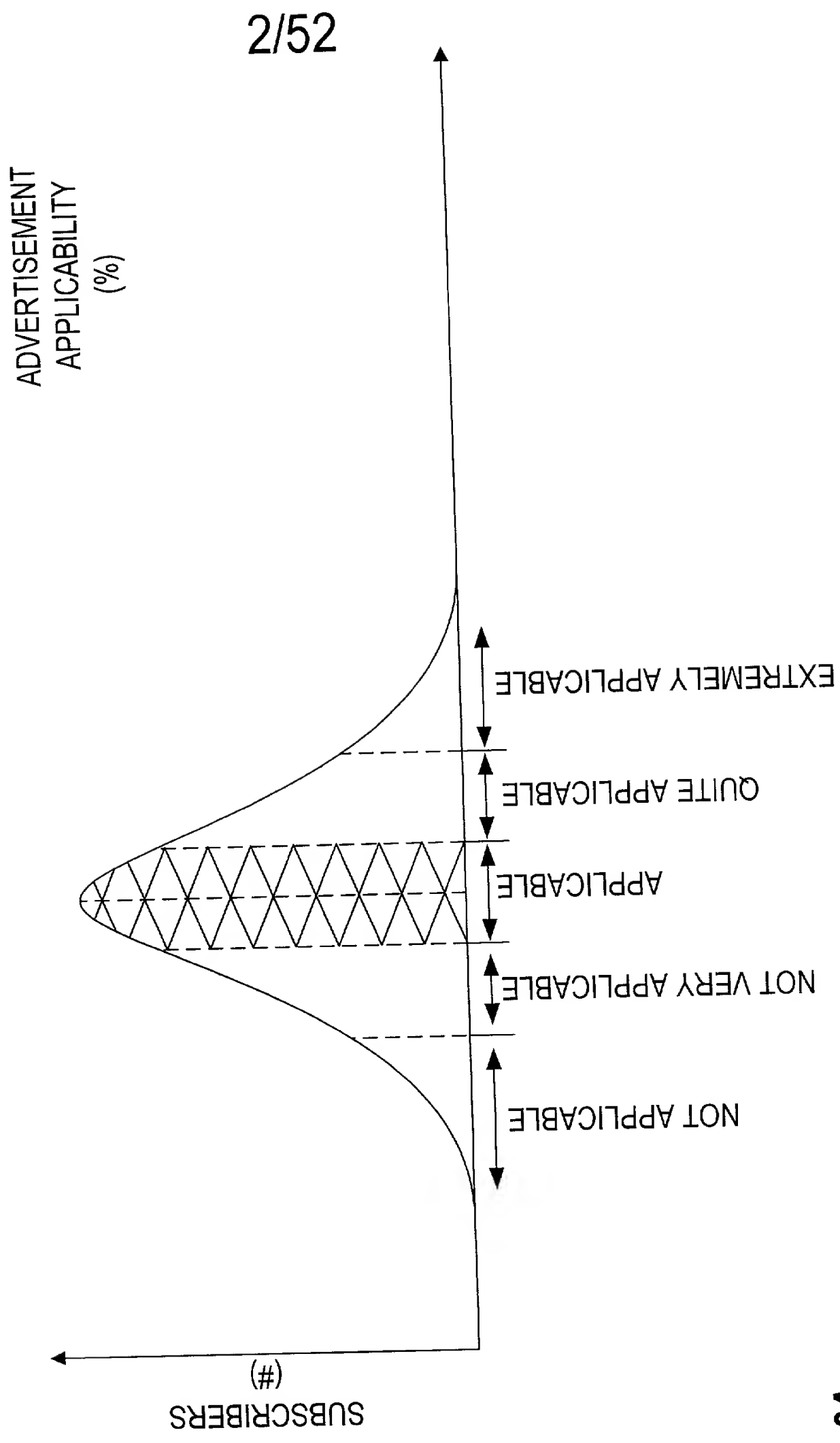


FIG. 2A

ADVERTISEMENT SUCCESS RATES			
ADVERTISEMENT APPLICABILITY	SUCCESS RATE	# SUBSCRIBERS	PURCHASES
EXTREMELY APPLICABLE	0.05	100	5
QUITE APPLICABLE	0.04	200	8
APPLICABLE	0.03	400	12
NOT VERY APPLICABLE	0.02	200	4
NOT APPLICABLE	0.01	100	1
TOTAL	0.03	1000	30

FIG. 2B

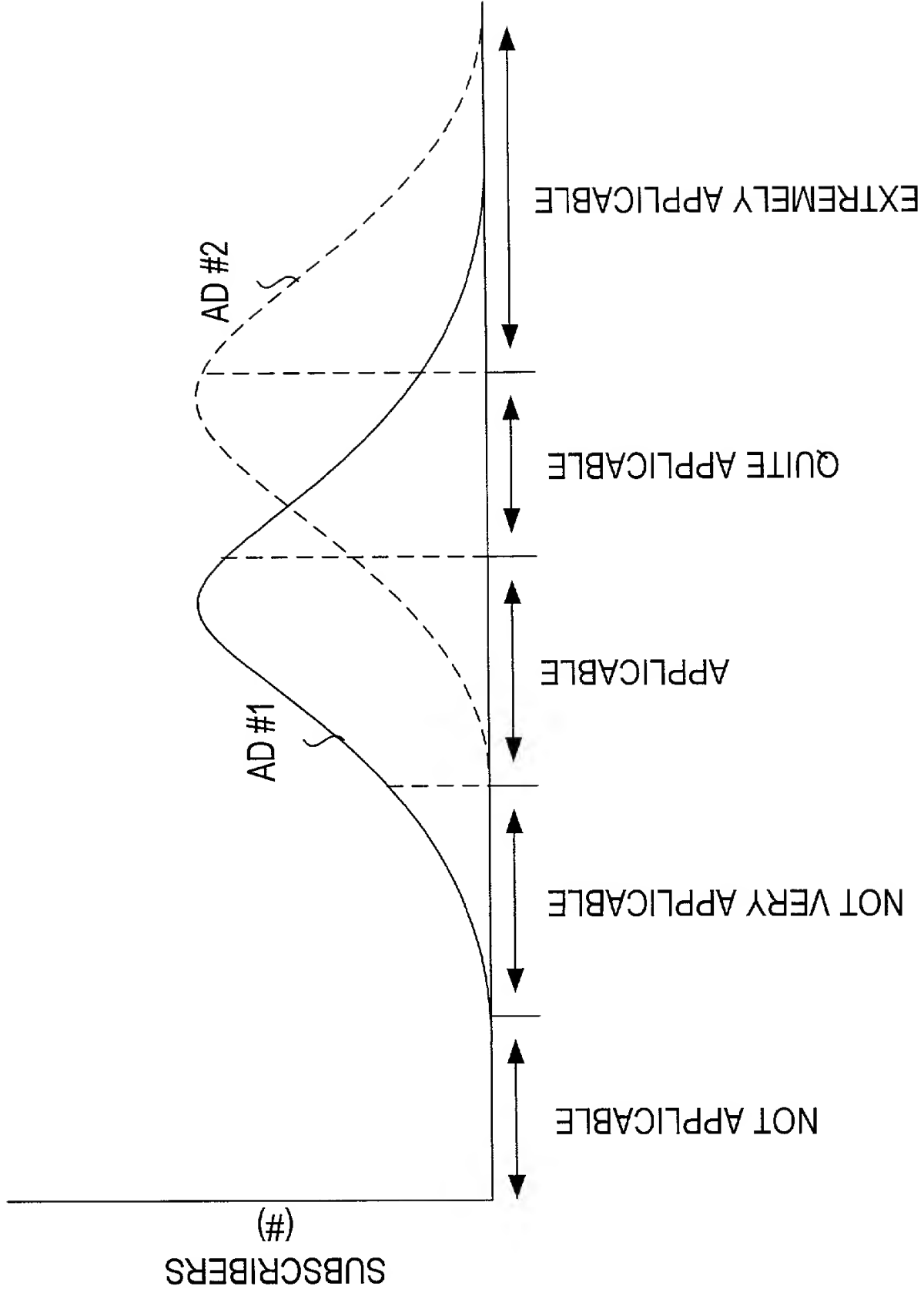


FIG. 3A

AD #1

SUCCESS RATE	SUBSCRIBERS	ANTICIPATED PURCHASES
.05	150	7.5
.04	200	8
.03	100	3
.02	50	1
.01	0	0
TOTAL	500	19.5
		= 4.25%

AD #2

SUCCESS RATE	SUBSCRIBERS	ANTICIPATED PURCHASES
.05	350	17.5
.04	100	4
.03	50	1.5
.02	0	0
.01	0	0
TOTAL	500	23
		= 4.6%

FIG. 3B

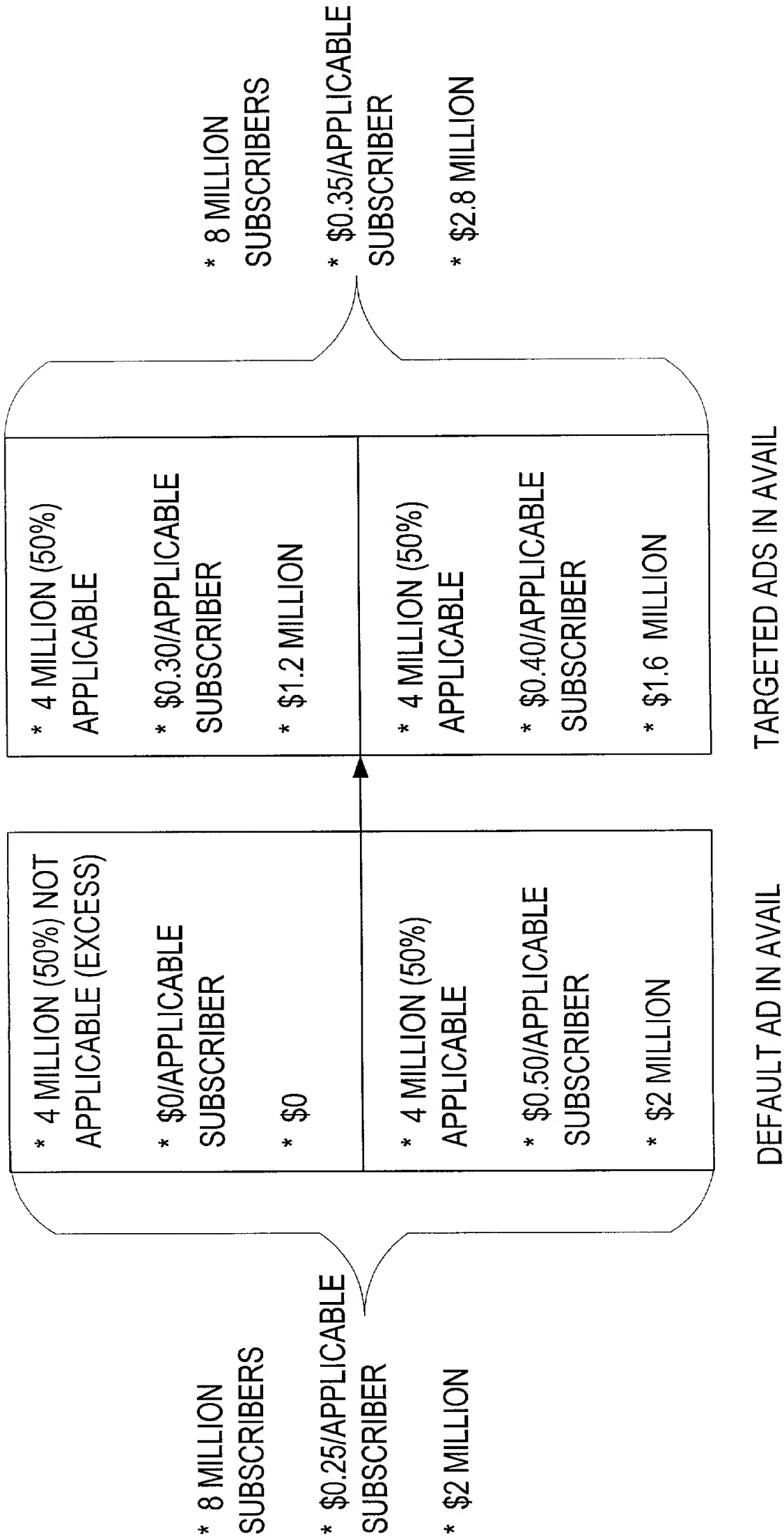


FIG. 4A

SUCCESS RATE	PRICE/SUB
0.0 - 1.5%	.7 .8 .9 .10 .11 .12 .13
1.5 - 2.0%	
2.0 - 2.5%	
2.5 - 3.5%	
3.5 - 4.0%	
4.0 - 4.5%	
4.5% —	

FIG. 4B

	PRICE/SUB	SUBS	PRICE	PURCHASES	PRICE/PER
DEFAULT AD	.10	1000	100	30	\$3.33
TA 1	.11	500	55	19.5	\$2.82
TA 2	.13	500	65	23	\$2.83

FIG. 4C

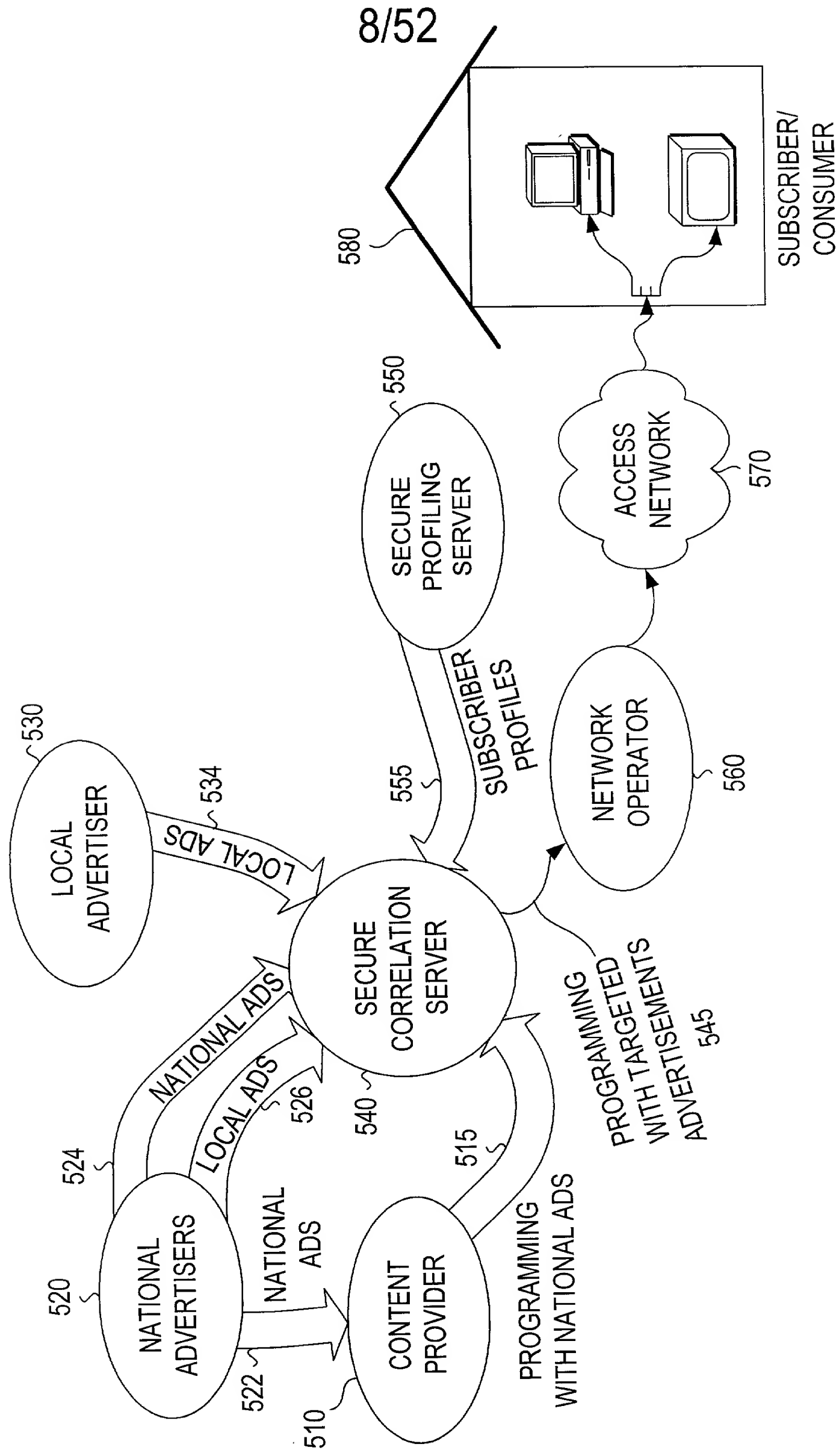


FIG. 5

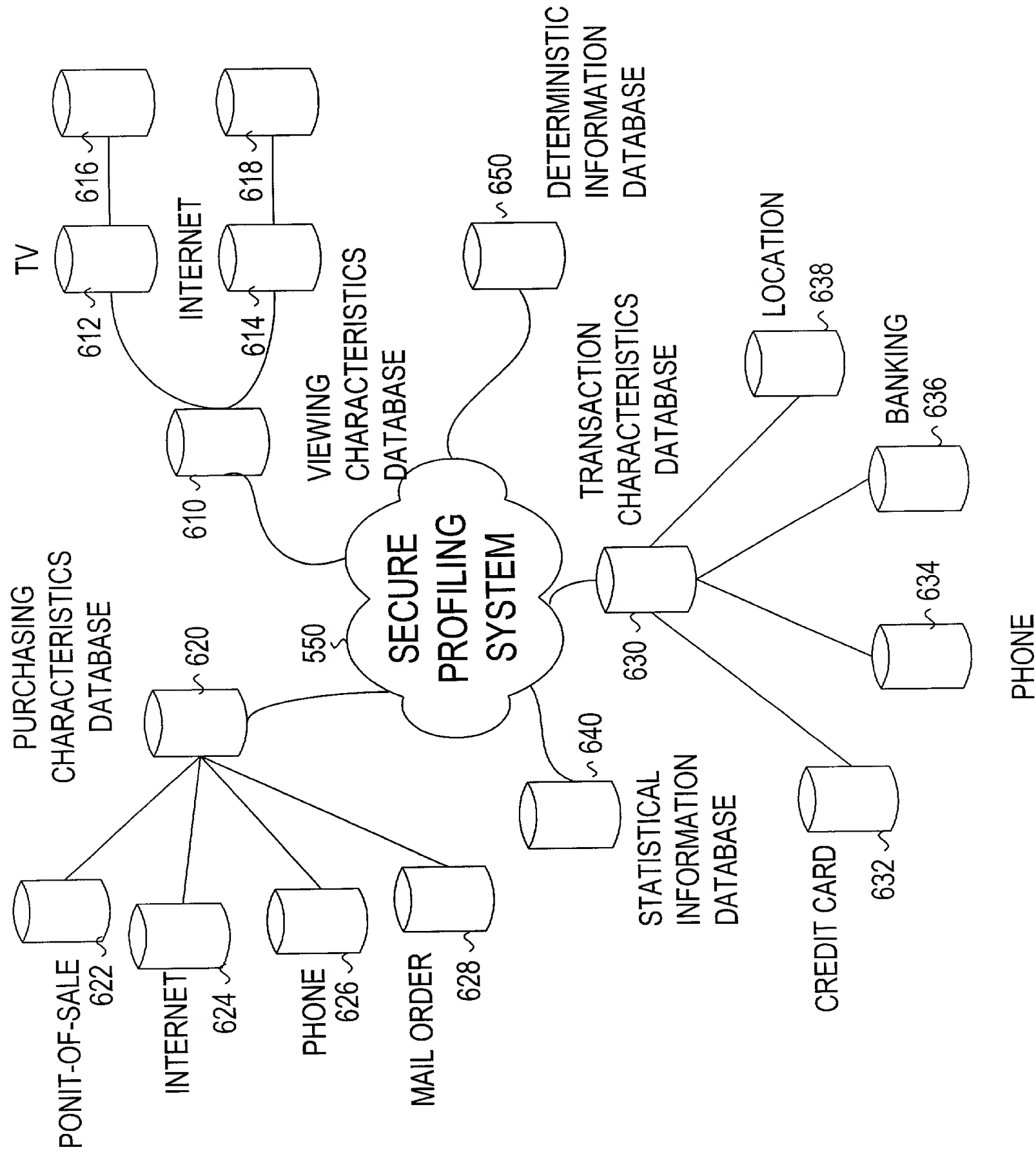


FIG. 6

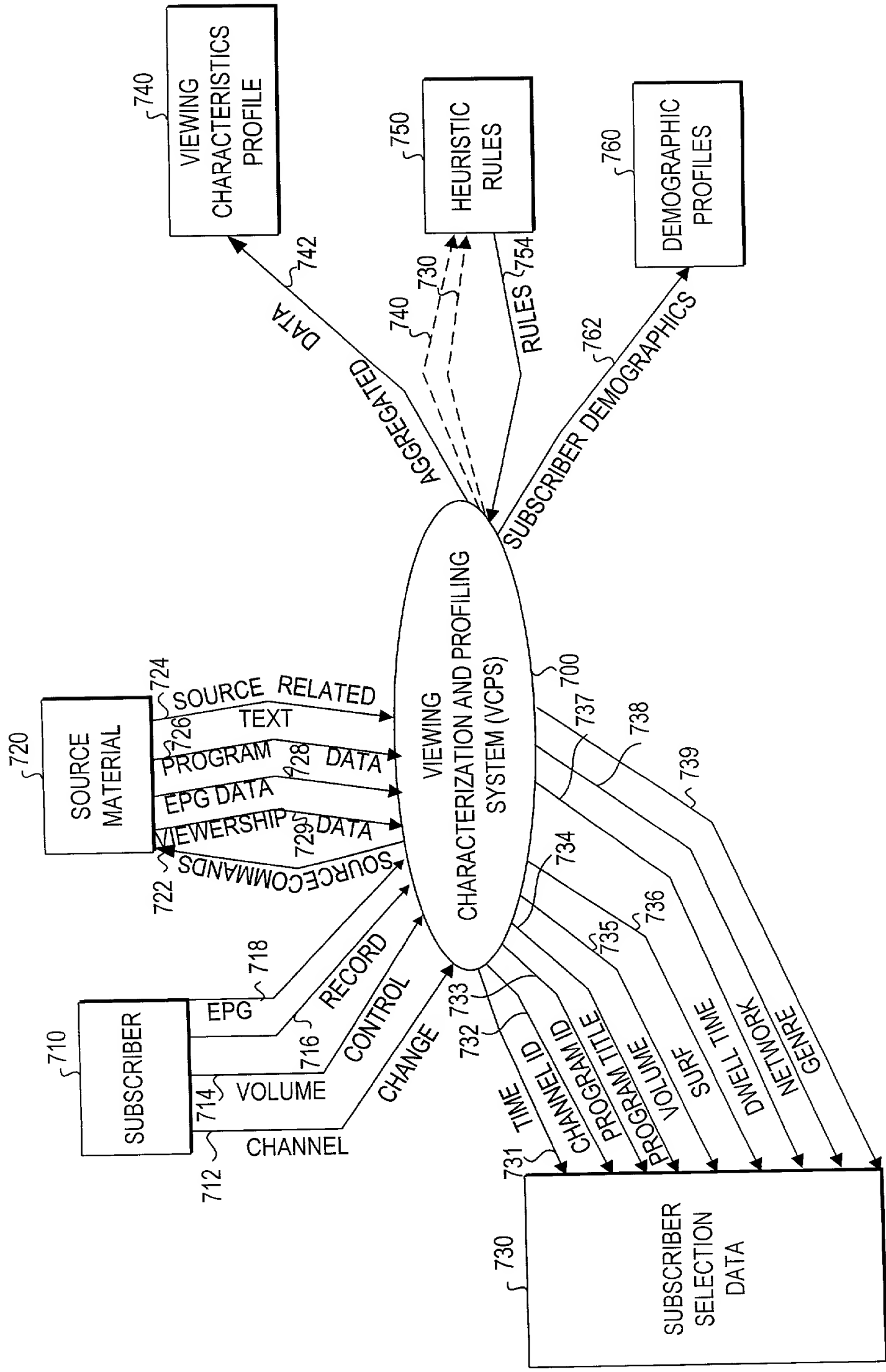


FIG. 7

TV DATA		VCPS	
TYPE	CATEGORY	GENRE	CATEGORY
MI	COMEDY	COMEDY	TV MOVIE
SY	COMEDY	COMEDY	SYNDICATED
*	FASHION	ENTERTAINMENT	FASHION
*	GARDENING	ART	HOBBIES
*	WEATHER	NEWS	WEATHER
OT	*	OTHER	OTHER

FIG. 8

Genre	Category
Comedy	movie
	network series
	syndicated
	TV movie
Sports	baseball
	basketball
	football
	hockey
	sports related

FIG. 9

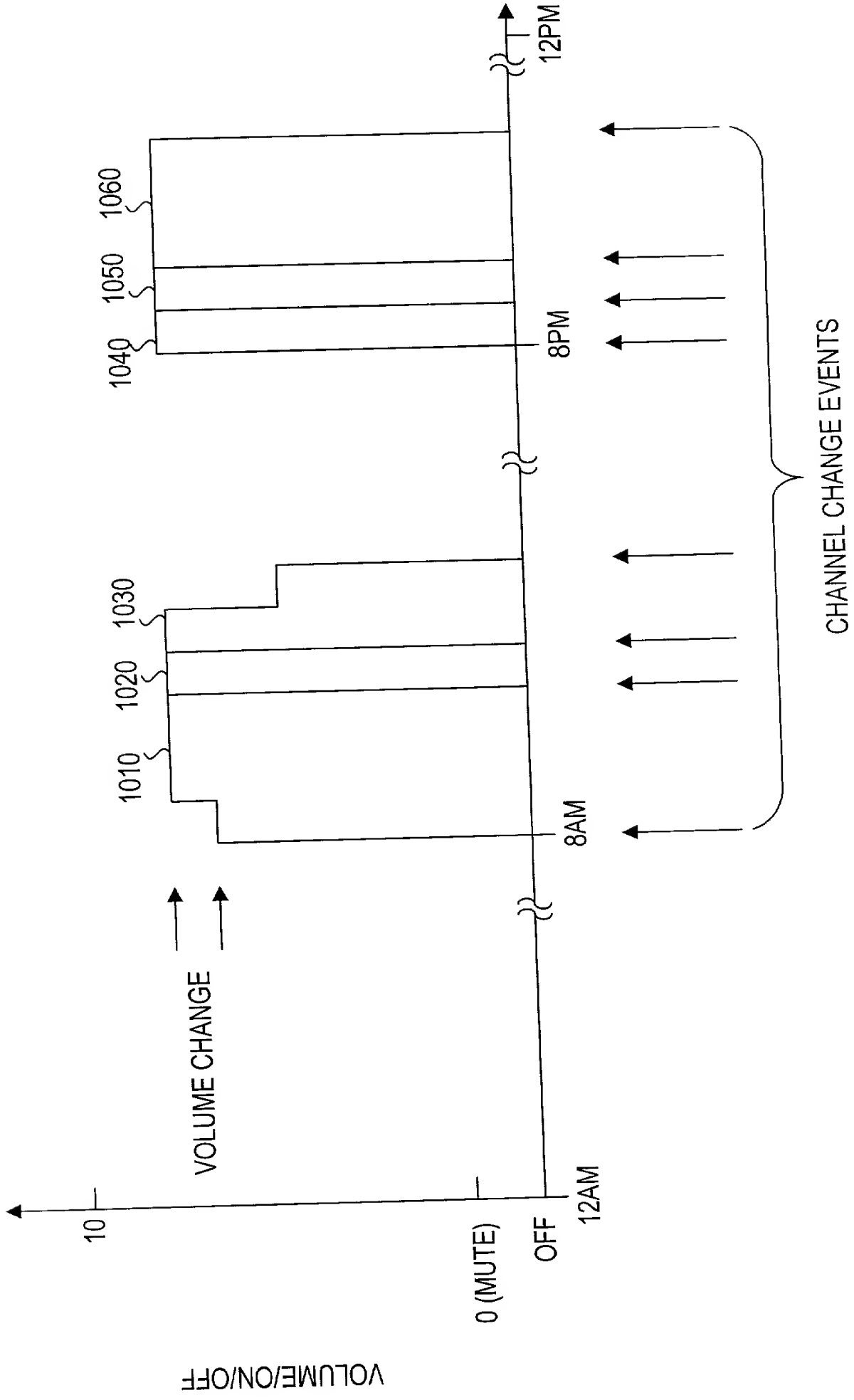


FIG. 10

TIME	CHANNEL ID	PROGRAM TITLE	VOLUME
08:01:25AM	06	"MORNING TV"	5/10
08:01:45AM	13	"GOOD MORNING AMERICA"	5/10
08:03:25AM	13	"GOOD MORNING AMERICA"	6/10
:			
06:11:25PM	09	"SEINFELD"	5/10
06:15:23PM	09	"ADVERTISING"	5/10
06:17:25PM	09	"SEINFELD"	5/10
06:28:10PM	09	"ADVERTISING"	5/10
06:30:07PM	52	"LIVING SINGLE"	5/10
:			

FIG. 11

TIME OF DAY	MINUTES WATCHED	CHANNEL CHANGES	AVERAGE VOLUME
MORNING (6AM-9AM)	61	2	5/10
MID-DAY (9AM-3PM)	0	0	-
AFTERNOON (3PM-6PM)	0	0	-
NIGHT (6PM-10PM)	122	4	6/10
LATE NIGHT (12AM-6AM)	0	0	-
TOTAL	183	6	5.7/10

FIG. 12

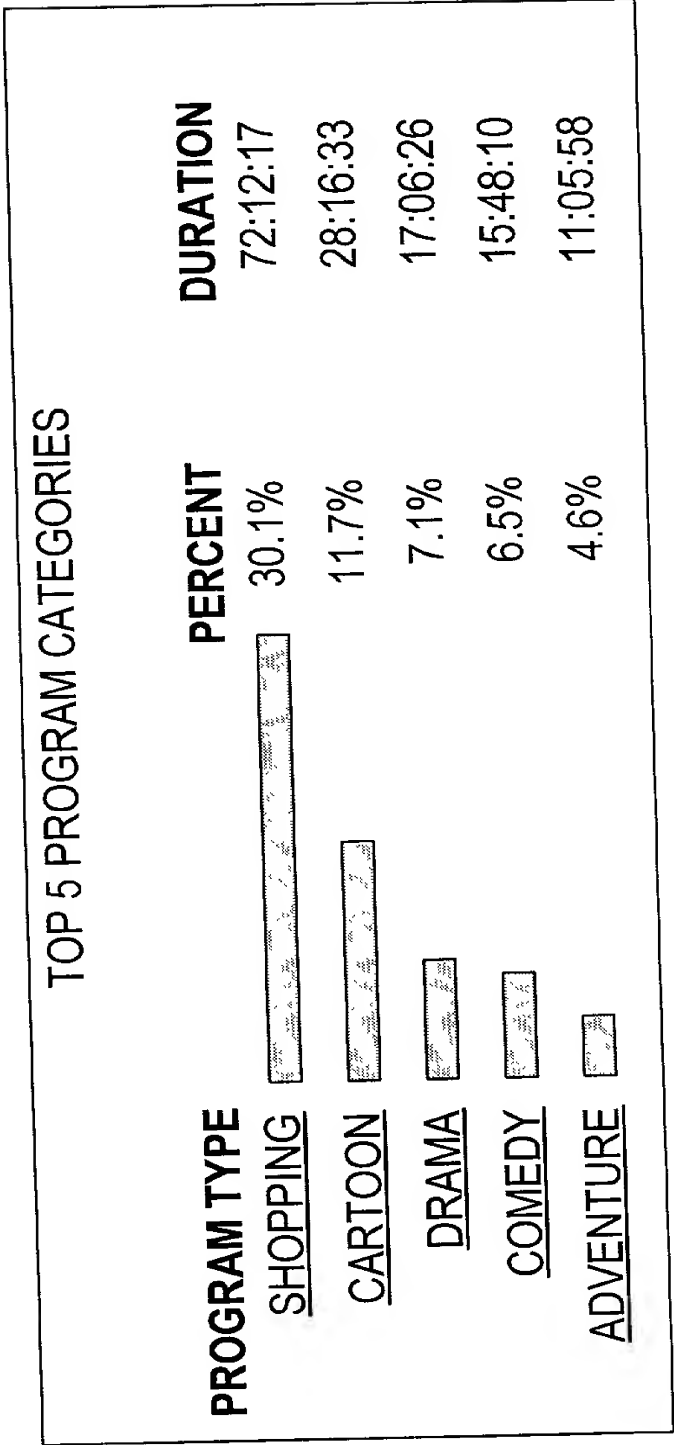
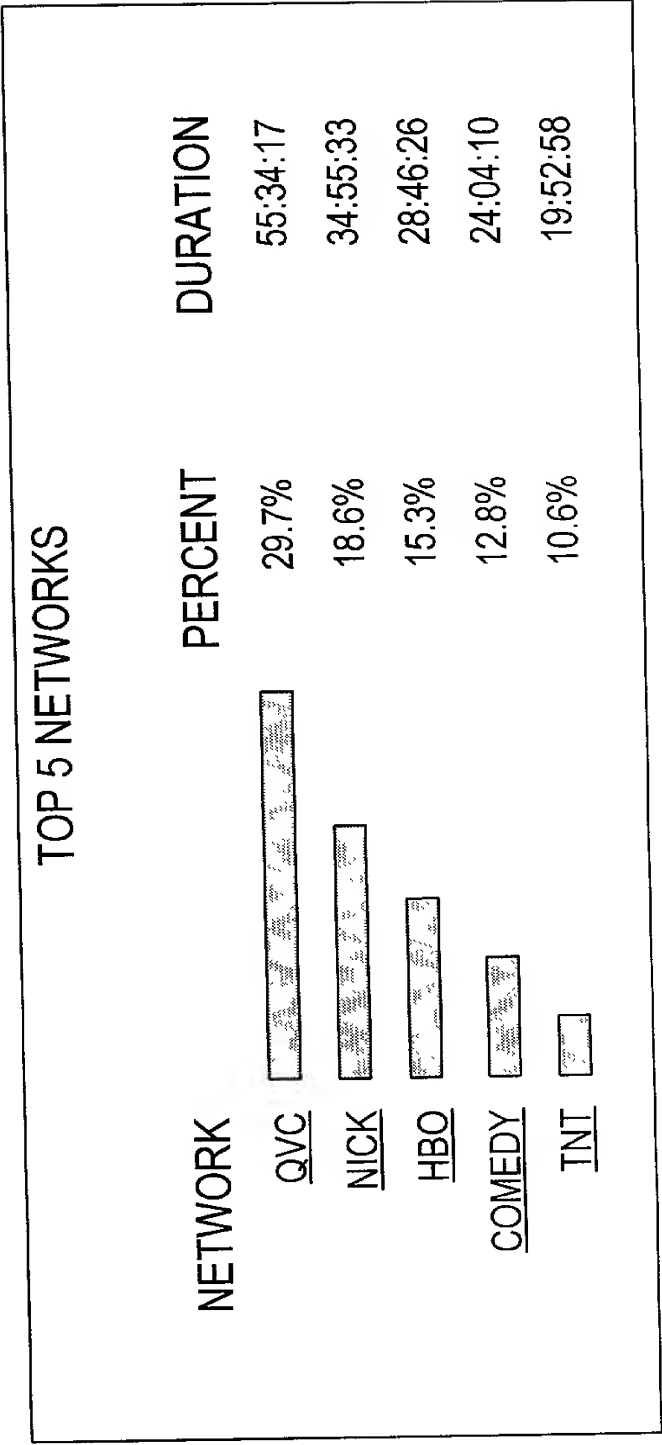


FIG. 13



PREFERRED NETWORK PROFILE REPORT

FIG. 14

VIEWING DURATION PERCENTAGE
BY DAY OF WEEK AND TIME OF DAY
TOTAL DURATION: 84 HOURS

PERIOD	M	TU	W	TH	F	SA	SU
MIDNIGHT TO 4AM	0	0	0	0	0	0	0
4AM TO 8AM	0	0	3	0	0	1	0
8AM TO NOON	6	6	0	8	5	6	0
NOON TO 4PM	0	5	3	4	0	1	0
4PM TO 8PM	0	0	3	3	4	0	2
8PM TO MIDNIGHT	2	4	3	2	17	2	0

FIG. 15

CHANNEL CHANGE FREQUENCY BY DAY PART
TOTAL CLICKS: 1120

PERIOD	M	TU	W	TH	F	SA	SU
MIDNIGHT TO 4AM	0	0	0	0	0	0	0
4AM TO 8AM	0	0	2	6	3	1	0
8AM TO NOON	0	1	0	7	2	3	0
NOON TO 4PM	0	1	6	0	0	0	0
4PM TO 8PM	18	0	12	10	20	0	20
8PM TO MIDNIGHT	18	0	15	43	3	4	88

FIG. 16

ZIP+4	SEGMENT	SEGMENT DESCRIPTION
18901-0001	20	SECURE ADULTS
18901-0002	4	MID-LIFE SUCCESS

FIG. 17A

LAST NAME	FIRST NAME	STREET ADDRESS	ZIP+4	MAC ID	PHONE #
SMITH	BILL	123 ELM STREET	18901-0001	00C03F0080F2B	215-555-1234
SMITH	BOB	212 MAIN STREET	18901-0002	00C03FF0080AB	215-555-8867

FIG. 17B

MAC ID	ZIP+4	SEGMENT	SEGMENT DESCRIPTION
00C03F0080F2B	18901-0001	20	SECURE ADULTS
00C03FF0080AB	18901-0002	4	MID-LIFE SUCCESS

FIG. 17C

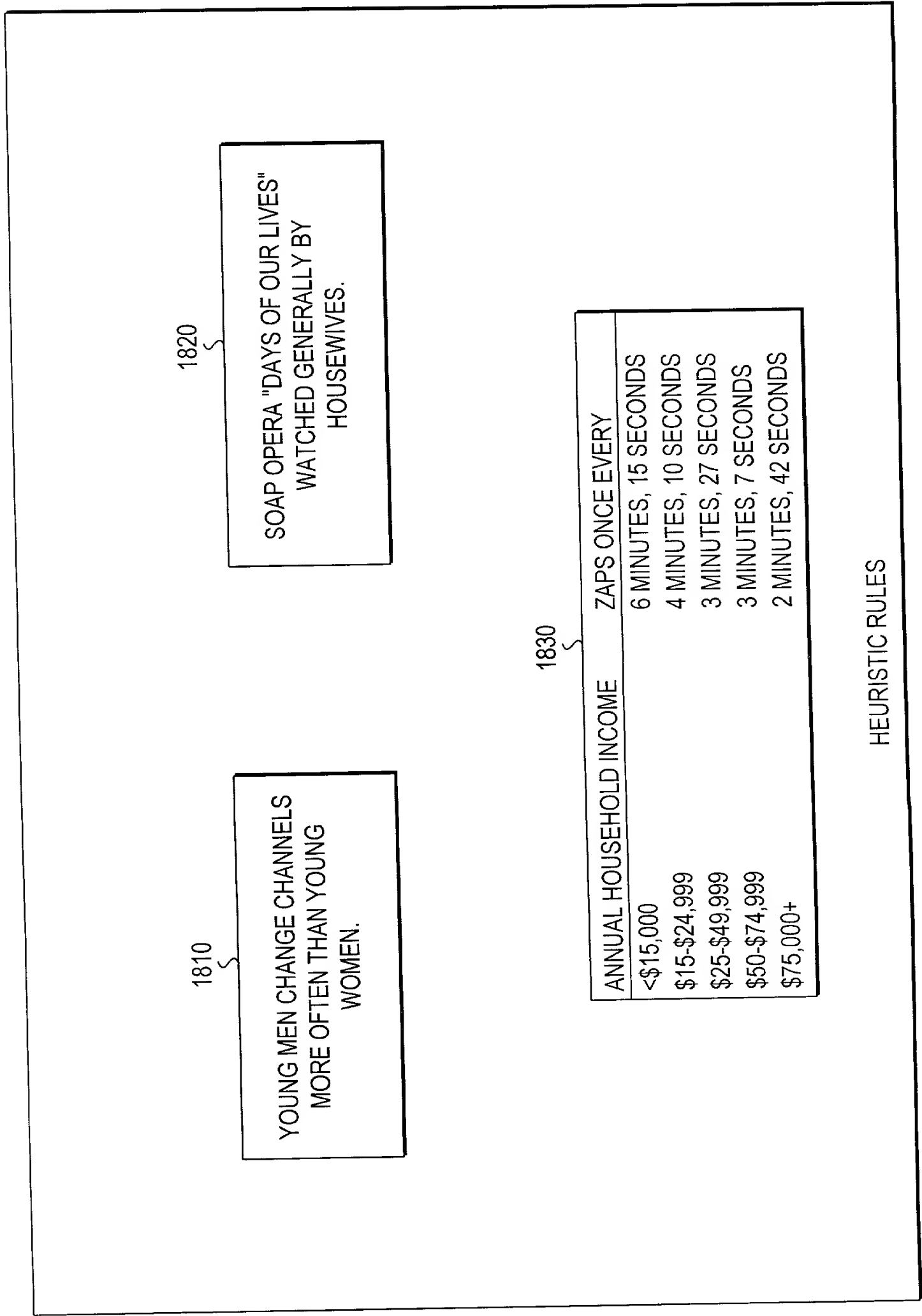


FIG. 18

DEMOGRAPHIC GROUPS												
		AGE			INCOME			SIZE			GENDER	
		0-10	10-18	... >70	0-20K	20-50K	... 50-100K	1	2	... >5	M	F
CATEGORIES	NEWS	0.1	0.1	0.4	0.2	0.3	0.4	0.5	0.3	0.1	0.3	0.7
	FICTION	0.5	0.3	0.2	0.4	0.2	0.3	0.3	0.2	0.1	0.8	0.2
	FACTUAL	0.2	0.2	0.3	0.1	0.4	0.2	0.2	0.2	0.4	0.4	0.6
	:											
	ADVERTISING	0.1	0.3	0.5	0.3	0.2	0.1	0.2	0.1	0.3	0.5	0.5

FIG. 19

PROBABILITY			
<u>GENRE/CATEGORY</u>	<u>MAN</u>	<u>WOMAN</u>	<u>CHILD</u>
ACTION:MOVIE	.40	.30	.30
ART:LITERATURE	.30	.55	.15
CHILDREN:GAME SHOW	.20	.20	.60
NEWS:NEWS	.44	.36	.20
SPORTS:BOXING	.80	.15	.05

FIG. 20A

ADJUSTMENT			
<u>DAY PART</u>	<u>MAN</u>	<u>WOMAN</u>	<u>CHILD</u>
WEEKDAY 0100-0500	1.0	0.9	0.0
WEEKDAY 0500-0900	1.0	1.0	0.6
WEEKDAY 0900-1600	0.3	0.9	1.0
WEEKDAY 1600-1800	0.6	1.0	1.0
WEEKDAY 1800-1930	1.0	1.0	1.0
WEEKDAY 1930-2000	1.0	1.0	1.0
WEEKDAY 2000-2300	1.0	1.0	0.8
WEEKDAY 2300-0100	1.0	1.0	0.3
WEEKEND	1.0	1.0	1.0

FIG. 20B

	<u>ADJUSTED PROBABILITY</u>	<u>ADJUSTED SUM</u>	<u>PROBABILITY</u>
MAN:	$0.40 \times 0.3 = 0.12$	$.12+.27+.30=.69$	$0.12 / 0.69 = 0.174$
WOMAN:	$0.30 \times 0.9 = 0.27$		$0.27 / 0.69 = 0.391$
CHILD:	$0.30 \times 1.0 = 0.30$		$0.30 / 0.69 = 0.435$

FIG. 20C

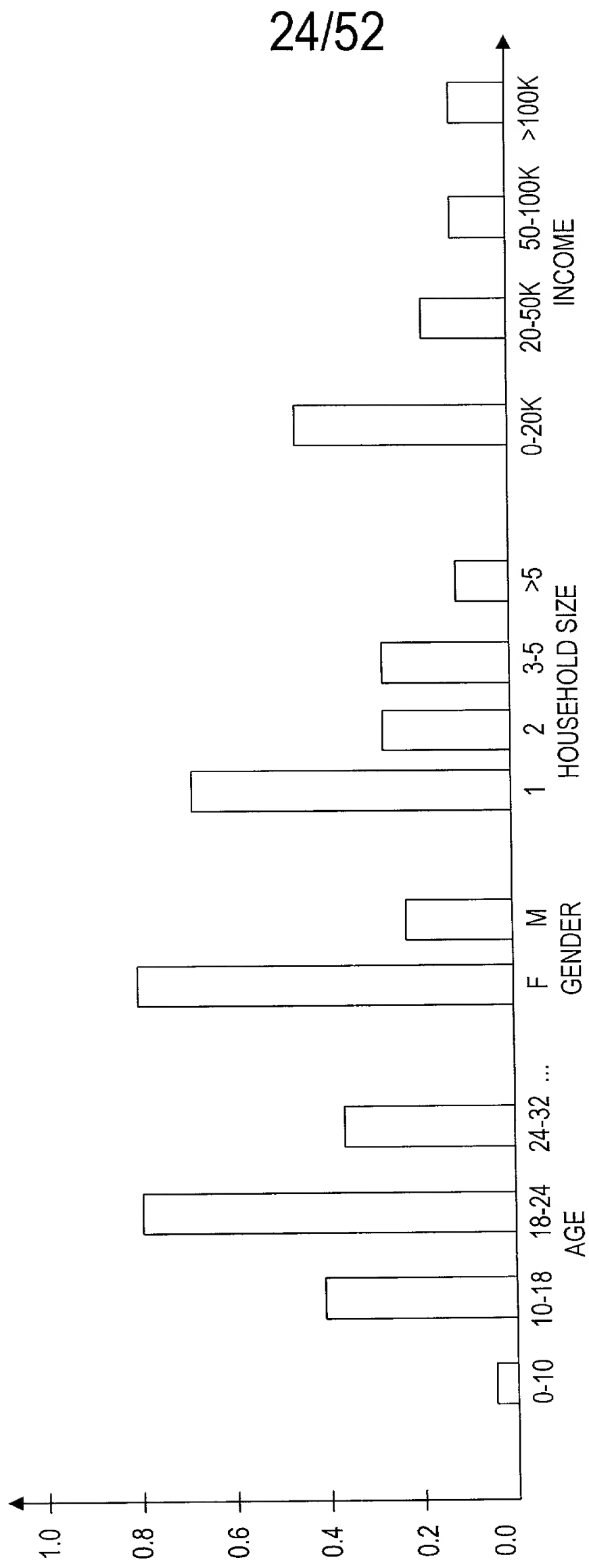


FIG. 21

HOUSE HOLD SIZE:

☒ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5-6 ☐ 7 OR MORE

NUMBER OF ADULTS IN THE HOUSEHOLD:

☒ 1 ☐ 2 ☐ 3 ☐ 4 OR MORE

AGE OF THE ADULT #1 (HEAD OF HOUSEHOLD):

☒ UNDER 25 ☐ 46-55
☐ 25-35 ☐ 56-65
☐ 36-45 ☐ OVER 65

AGE OF ADULT #2:

☒ UNDER 25 ☐ 46-55
☐ 25-35 ☐ 56-65
☐ 36-45 ☐ OVER 65

AVERAGE ANNUAL HOUSEHOLD INCOME:

☒ UNDER \$20K ☐ \$51K-\$75K
☐ \$21K-\$30K ☐ \$76K-\$100K
☐ \$31K-\$50K ☐ OVER \$100K

DO YOU CONSIDER YOURSELF . . . :

☒ WHITE ☐ ASIAN OR PACIFIC ISLANDER
☐ BLACK ☐ MIXED RACIAL BACKGROUND
☐ AFRICAN AMERICAN ☐ OTHER RACE
☐ HISPANIC ☐ DECLINE TO ANSWER

FIG. 22A

WHAT IS THE EDUCATION LEVEL OF THE HEAD OF HOUSEHOLD?

☒ SOME HIGH SCHOOL ☐ COLLEGE DEGREE - BACHELOR'S
☐ HIGH SCHOOL DIPLOMA OR GED ☐ COLLEGE DEGREE - POST GRADUATE
☐ SOME COLLEGE ☐ DECLINE TO ANSWER
☐ COLLEGE DEGREE - ASSOCIATE'S

WHICH OF THE FOLLOWING BEST DESCRIBES YOUR CURRENT LIVING ARRANGEMENTS?

☒ OWN ☐ RENT ☐ STUDENT

WHICH OF THE FOLLOWING BEST INDICATES YOUR MEANS OF TRANSPORTATION?

☒ 1 CAR ☐ 2 CARS ☐ 3 CARS ☐ PUBLIC TRANSPORTATION
☐ WALK

WHICH OF THE FOLLOWING IDENTIFY SOME OF YOUR INTERESTS?

<input type="checkbox"/> ARTS AND CRAFTS	<input type="checkbox"/> DINING
<input type="checkbox"/> COMMUNITY SERVICES	<input type="checkbox"/> FAMILY
<input type="checkbox"/> COMPUTERS	<input type="checkbox"/> MOVIES
<input type="checkbox"/> DANCING	<input type="checkbox"/> MUSIC
<input type="checkbox"/> GARDENING	<input type="checkbox"/> OUTDOOR ACTIVITIES
<input type="checkbox"/> PHOTOGRAPHY	<input type="checkbox"/> SPORTS
<input type="checkbox"/> TRAVEL	<input type="checkbox"/> THEATER

DO YOU OWN OR USE ANY OF THE FOLLOWING?

<input type="checkbox"/> PERSONAL COMPUTER	<input type="checkbox"/> FREQUENT SHOPPER OR CUSTOMER
<input type="checkbox"/> INTERNET	<input type="checkbox"/> LOYALTY CARD
<input type="checkbox"/> CELLULAR PHONE	<input type="checkbox"/> VACATION HOME OR TIME SHARE

FIG. 22B

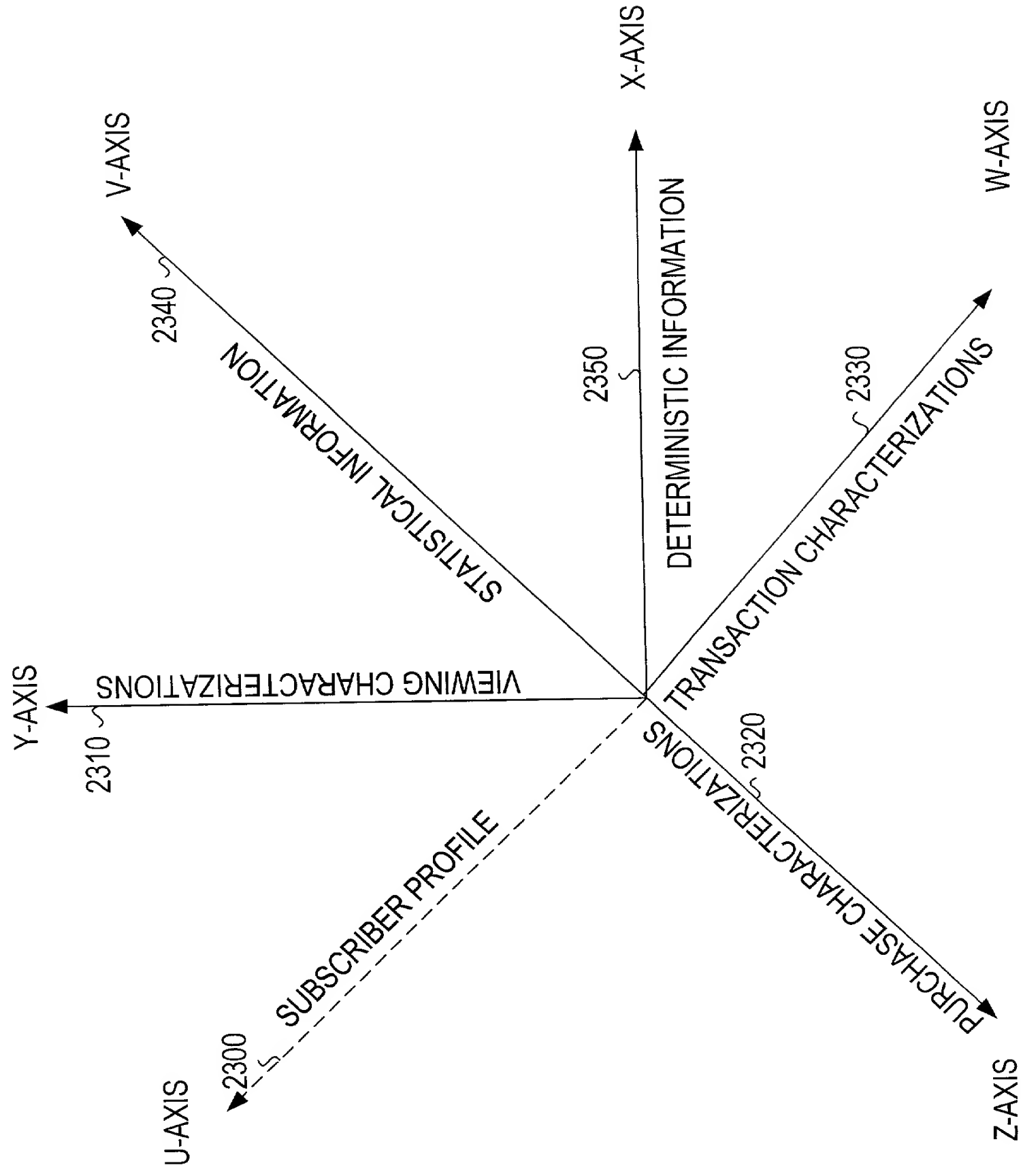


FIG. 23

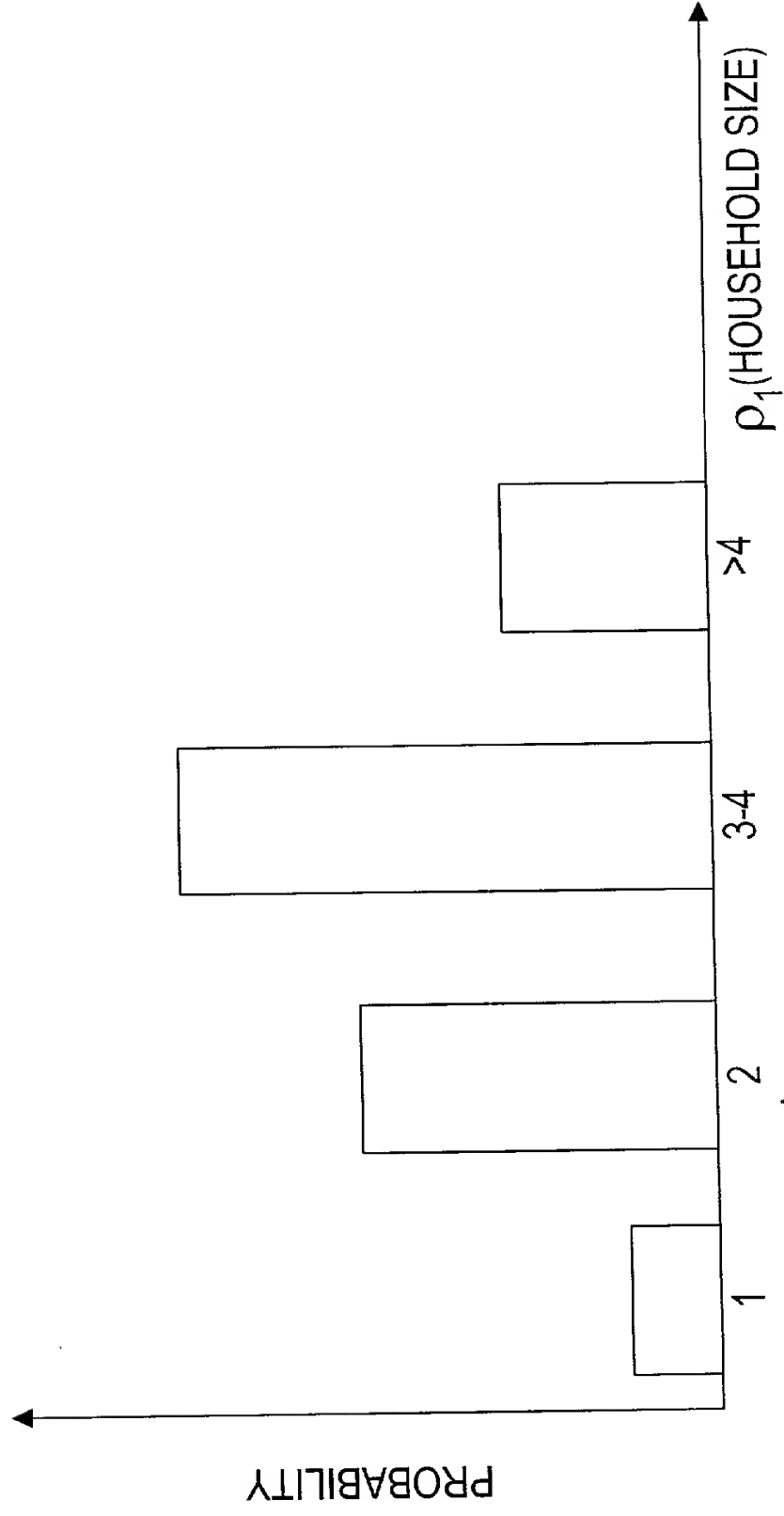


FIG. 24A

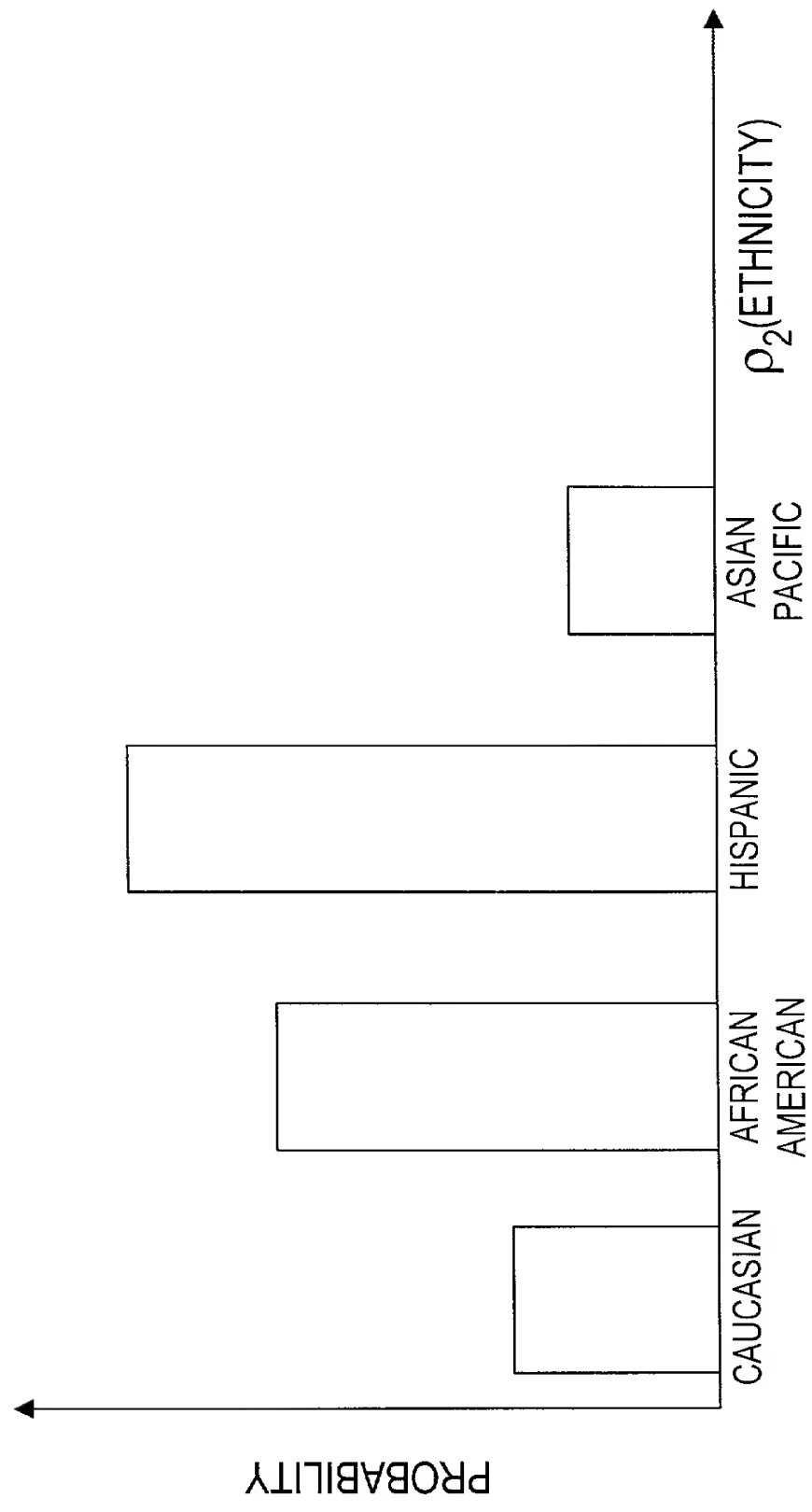


FIG. 24B

MARKET SEGMENT DEFINITION- HOUSEHOLD	
SEGMENT NAME <div>MIDDLE CLASS FAMILY</div>	
AGE	
<input checked="" type="checkbox"/> 00-04	<input type="checkbox"/> 21-24
<input checked="" type="checkbox"/> 05-09	<input checked="" type="checkbox"/> 25-29
<input checked="" type="checkbox"/> 10-14	<input checked="" type="checkbox"/> 30-34
<input type="checkbox"/> 15-17	<input checked="" type="checkbox"/> 35-39
<input type="checkbox"/> 18-20	<input checked="" type="checkbox"/> 40-44
<input checked="" type="checkbox"/> 45-49	<input type="checkbox"/> 50-54
<input type="checkbox"/> 55-59	<input type="checkbox"/> 60-64
<input type="checkbox"/> 65-69	<input type="checkbox"/> 70-74
<input type="checkbox"/> 75-84	<input type="checkbox"/> 85 AND OVER
CHILDREN USE 'AGE' TO SELECT THE AGE OF THE CHILDREN	
<input checked="" type="checkbox"/> CHILDREN	<input type="checkbox"/> NO CHILDREN
INCOME	
<input type="checkbox"/> UNDER \$15,000	<input checked="" type="checkbox"/> \$50,000-\$74,999
<input type="checkbox"/> \$15,000-\$24,999	<input checked="" type="checkbox"/> \$75,000-\$99,999
<input type="checkbox"/> \$25,000-\$34,999	<input type="checkbox"/> \$100,000-\$149,999
<input checked="" type="checkbox"/> \$35,000-\$49,999	<input type="checkbox"/> \$150,000 AND OVER
OCCUPATION	
<input type="checkbox"/> PROFESSIONAL/MANAGERIAL	
<input type="checkbox"/> OTHER WHITE COLLAR	
<input type="checkbox"/> BLUE COLLAR	
HOUSEHOLD SIZE	
<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2
<input checked="" type="checkbox"/> 3-4	<input type="checkbox"/> 5-6
<input type="checkbox"/> 7 OR MORE	
MARITAL STATUS	
<input type="checkbox"/> SINGLE	<input type="checkbox"/> MARRIED
<input type="checkbox"/> SEPARATED	
RACE/ETHNIC BACKGROUND	
<input type="checkbox"/> CAUCASION/WHITE	<input type="checkbox"/> AFRICAN AMERICAN
<input type="checkbox"/> HISPANIC	<input type="checkbox"/> ASIAN-PACIFIC
<input type="checkbox"/> NATIVE AMERICAN	

FIG. 25A

GENERAL SESSION CHARACTERISTICS

REQUIRE SEGMENT MATCHES

MIN. VIEWING DURATION

MINUTES FOR

ALL DAY PARTS

CHANNEL CHANGE RATE

GREATER THAN

PER 30 MINUTES FOR

ALL DAY PARTS

MIN. HOLDING FACTOR

% FOR

ALL DAY PARTS

NETWORK VIEWERSHIP BY DAY PART

NETWORK 1

SELECT NETWORK

FOR

ALL DAY PARTS

NETWORK 2

SELECT NETWORK

FOR

ALL DAY PARTS

NETWORK 3

SELECT NETWORK

FOR

ALL DAY PARTS

NETWORK 4

SELECT NETWORK

FOR

ALL DAY PARTS

PROGRAM CATEGORY PREFERENCES BY DAY PART

CATEGORY 1

SPORTS-FOOTBALL

FOR

ALL DAY PARTS

CATEGORY 2

SELECT CATEGORY

FOR

ALL DAY PARTS

CATEGORY 3

SELECT CATEGORY

FOR

ALL DAY PARTS

CATEGORY 4

SELECT CATEGORY

FOR

ALL DAY PARTS

New

Delete

Save

Household

Map

FIG. 25B

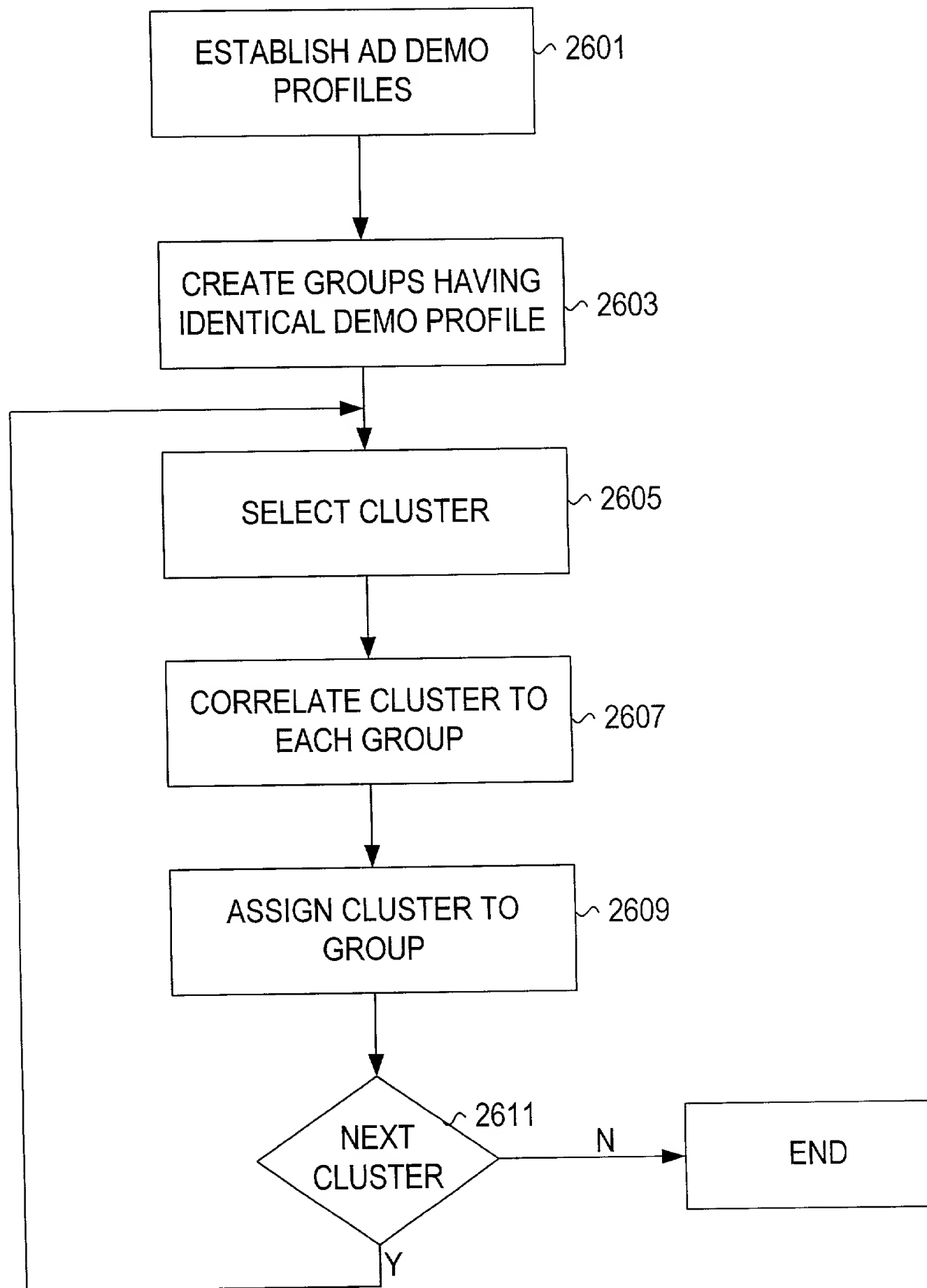


FIG. 26

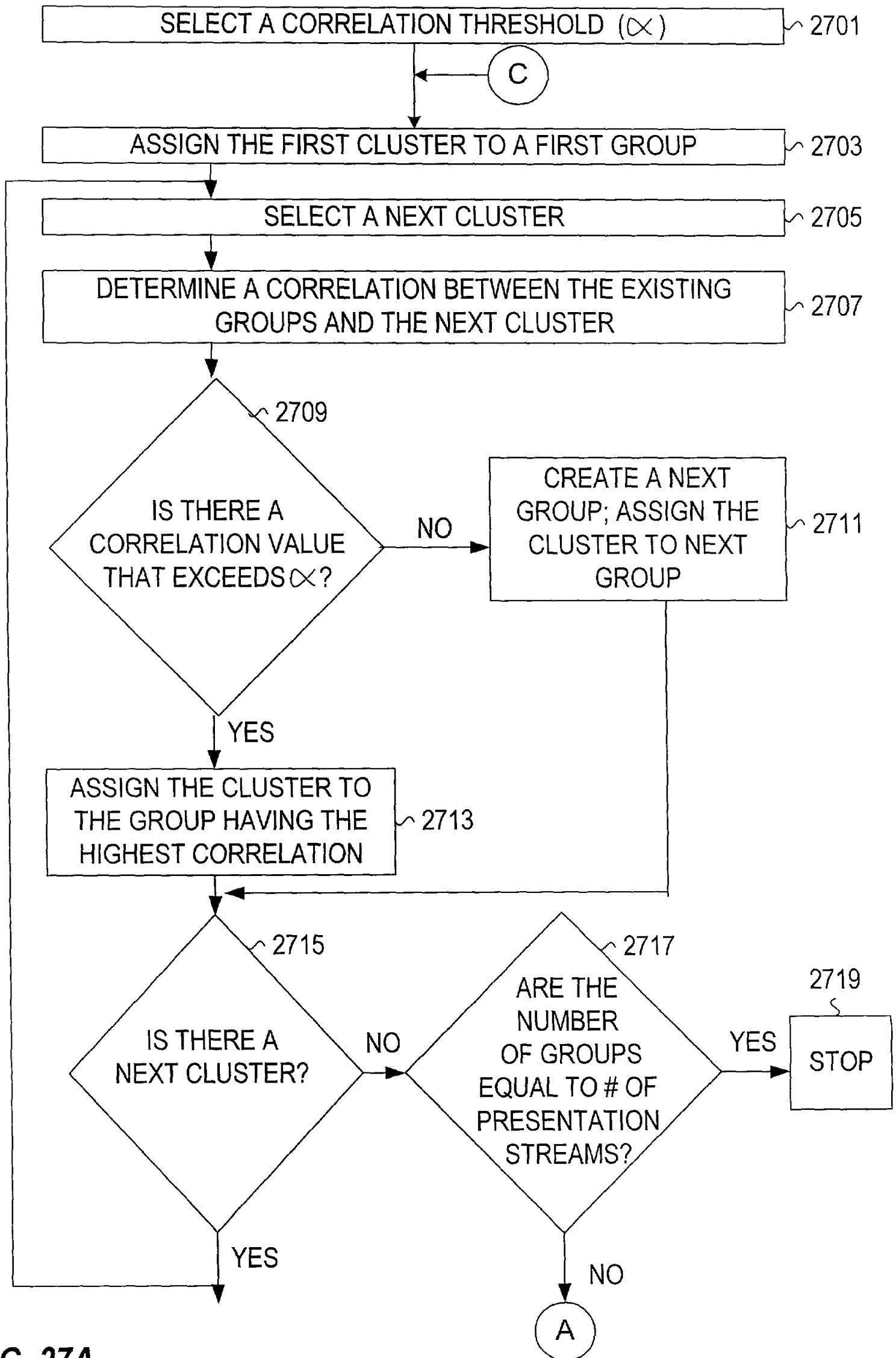


FIG. 27A

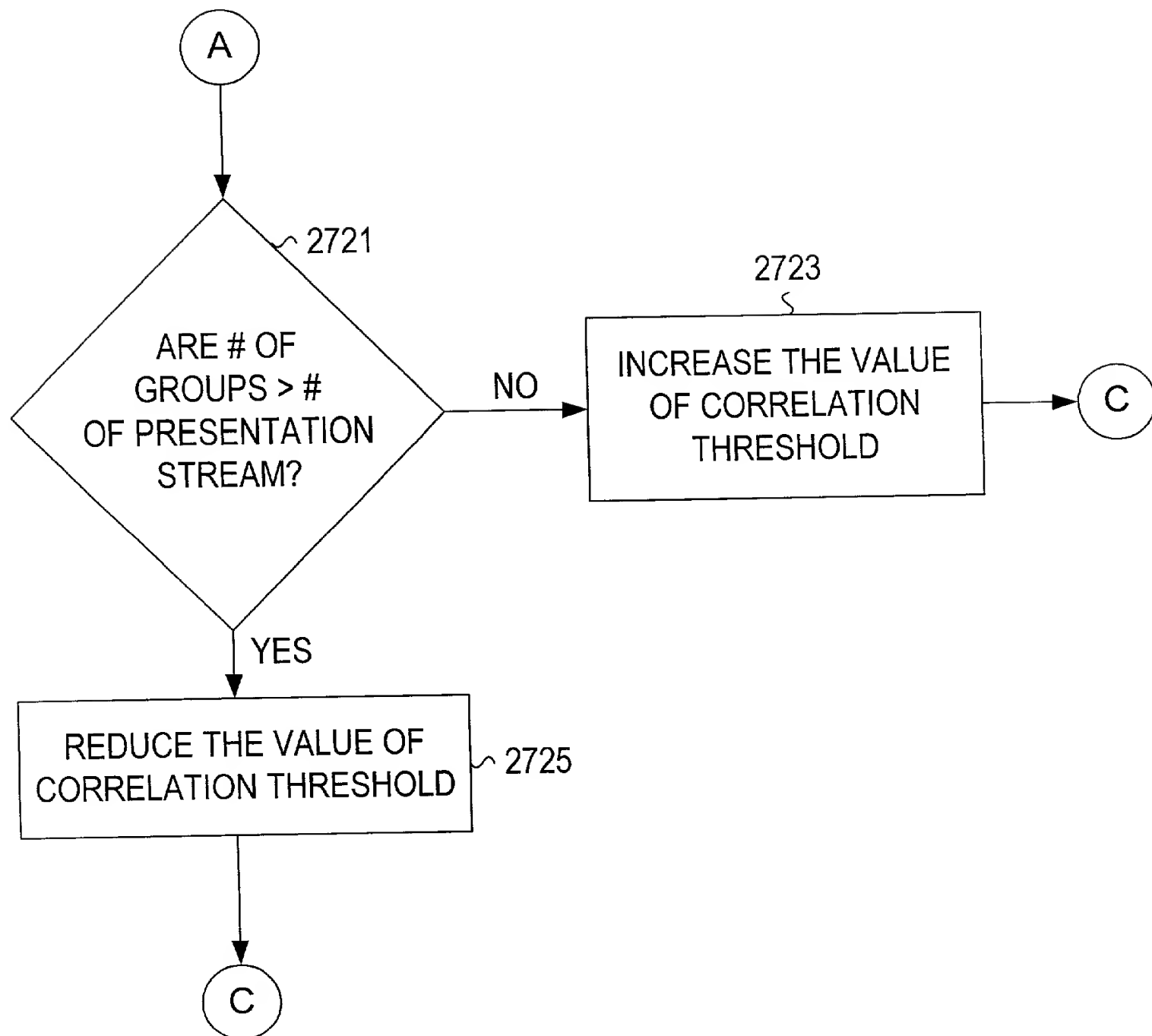
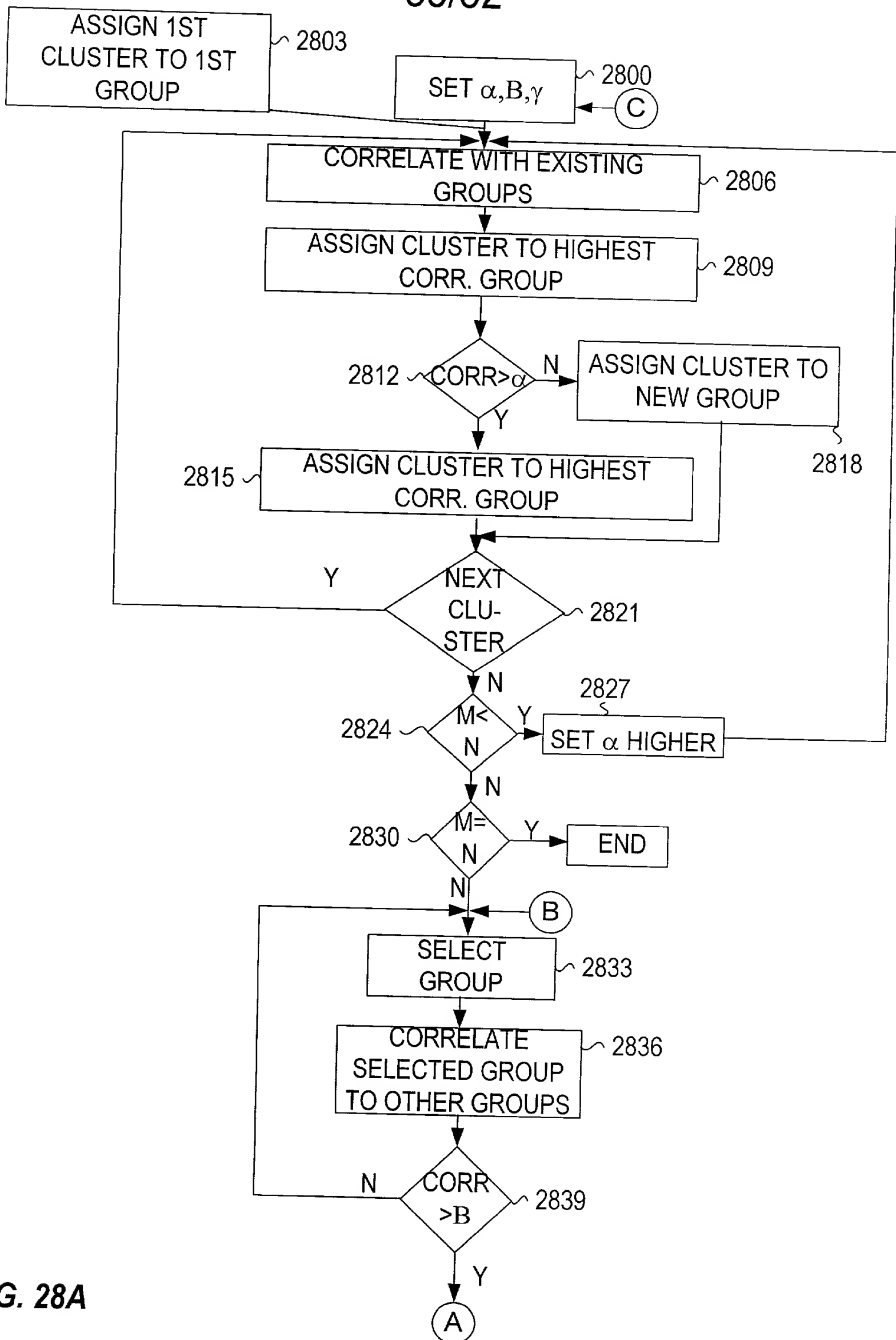


FIG. 27B

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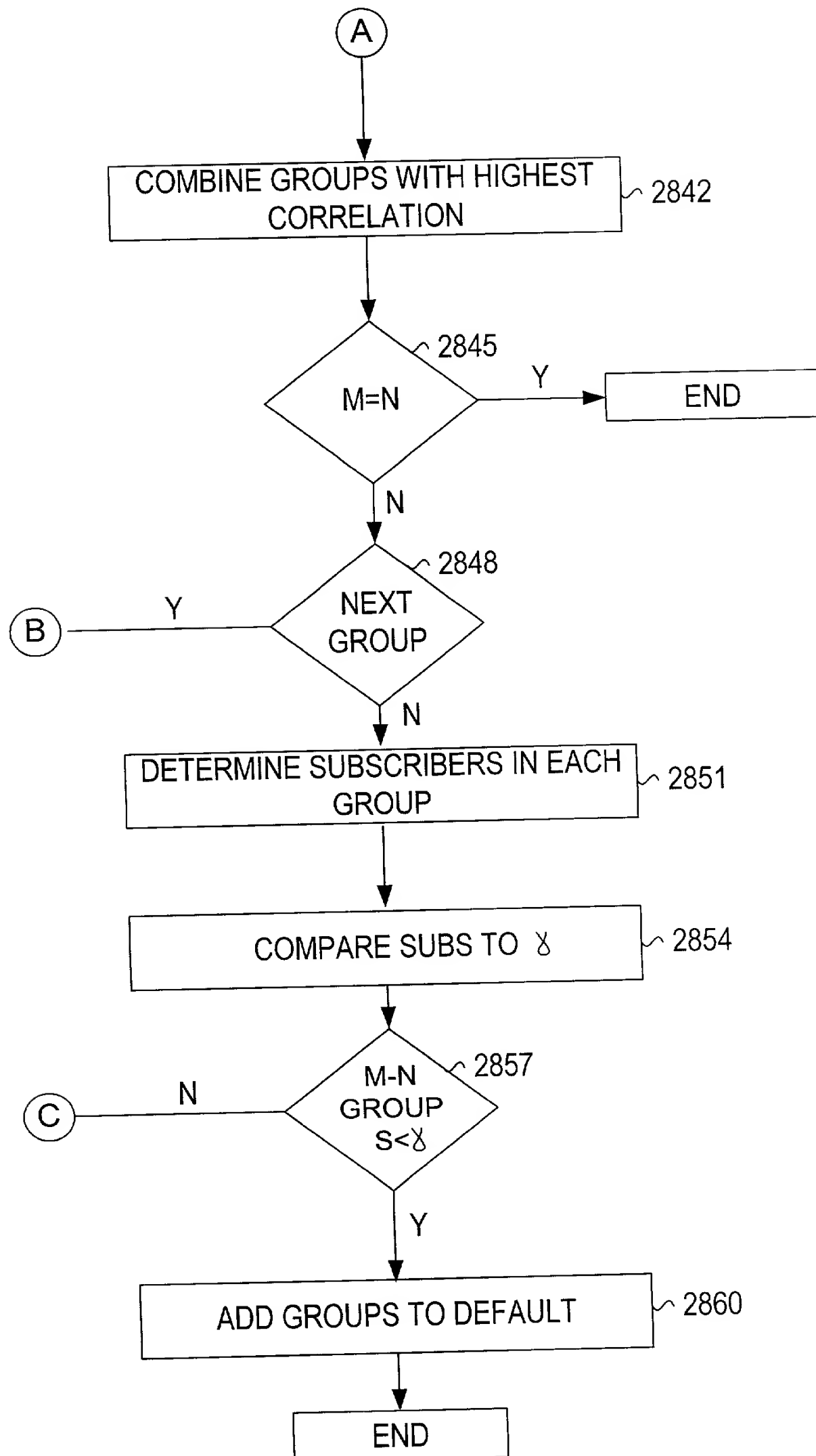


FIG. 28B

<u>INCOME CATEGORIES</u>	<u>SEGMENT 1</u>	<u>SEGMENT 2</u>	<u>CORRELATION</u>
0-19 K	$\begin{bmatrix} .1 \\ .1 \\ .2 \\ .2 \\ .4 \end{bmatrix}$	$\begin{bmatrix} .2 \\ .2 \\ .1 \\ .3 \\ .2 \end{bmatrix}$	$\begin{bmatrix} .02 \\ .02 \\ .02 \\ .06 \\ .08 \end{bmatrix}$
20-39 K			
40-59 K			
60-79 K			
> 80 K			

$$= .2$$

FIG. 29A

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INCOME	$\begin{bmatrix} .7 \\ .6 \\ .3 \\ .4 \\ .5 \end{bmatrix}$	$\begin{bmatrix} .3 \\ .3 \\ .2 \\ .2 \\ .1 \end{bmatrix}$	$\begin{bmatrix} .7 \\ .6 \\ .3 \\ .4 \\ .5 \end{bmatrix}$	$\begin{bmatrix} .21 \\ .18 \\ .06 \\ .04 \\ .05 \end{bmatrix}$
AGE				
HOUSEHOLD SIZE				
ETHNICITY				
RELIGION				
AVERAGE	$.5$			$.54$

FIG. 29B

FIG. 29C

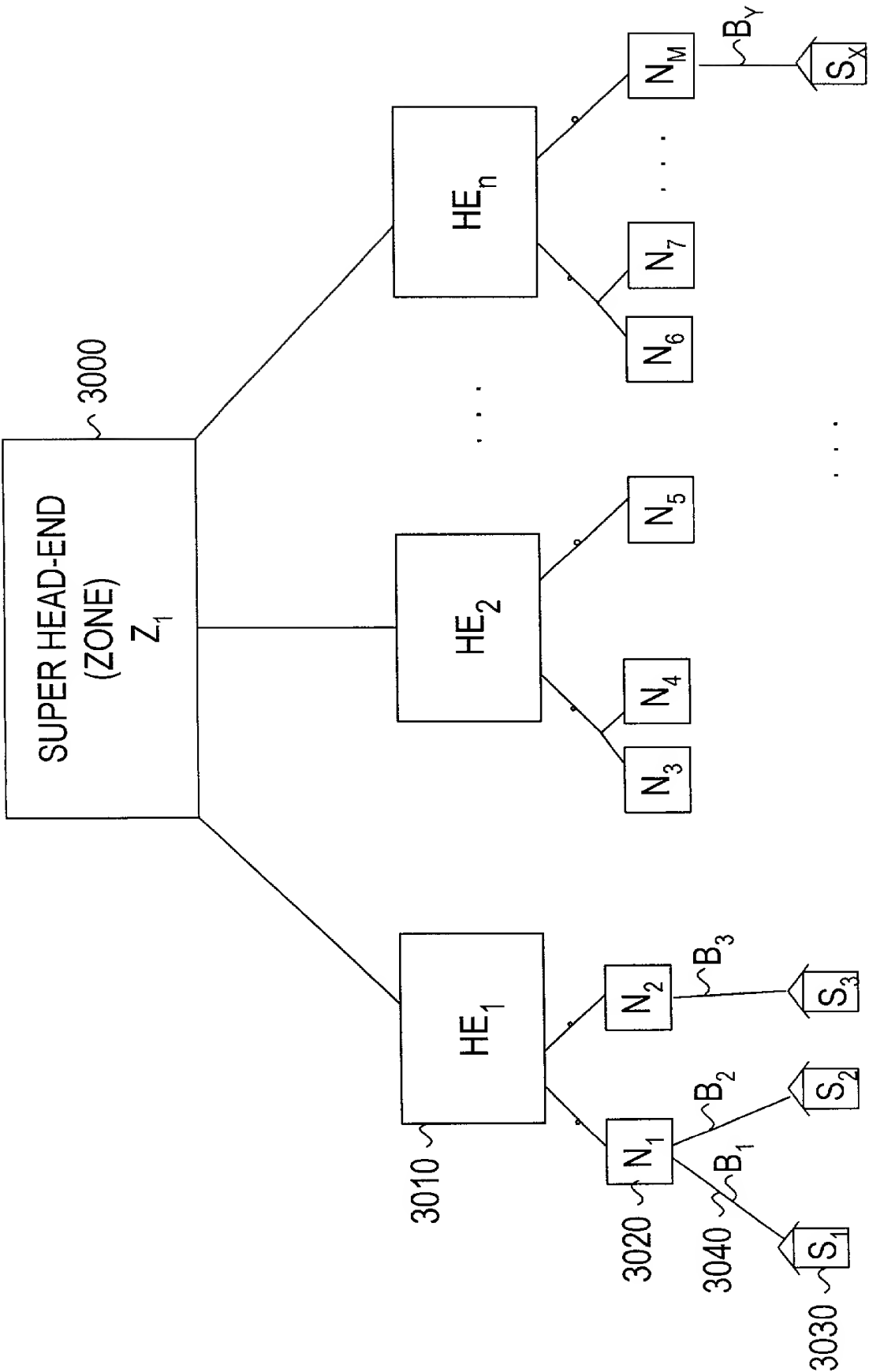


FIG. 30

<u>SUBSCRIBER</u>	<u>MAC ID</u>	<u>PROFILE</u>	<u>SUBZONE</u>	<u>NODE</u>	<u>BRANCH</u>
S_1	00C03F0080F2B	20	1	1	1
S_2	00C03FF0080AB	16	1	1	2
S_3	00C03F0091F2A	13	1	2	3
S_x	00B03E0080F2B	6	N	M	X

FIG. 31

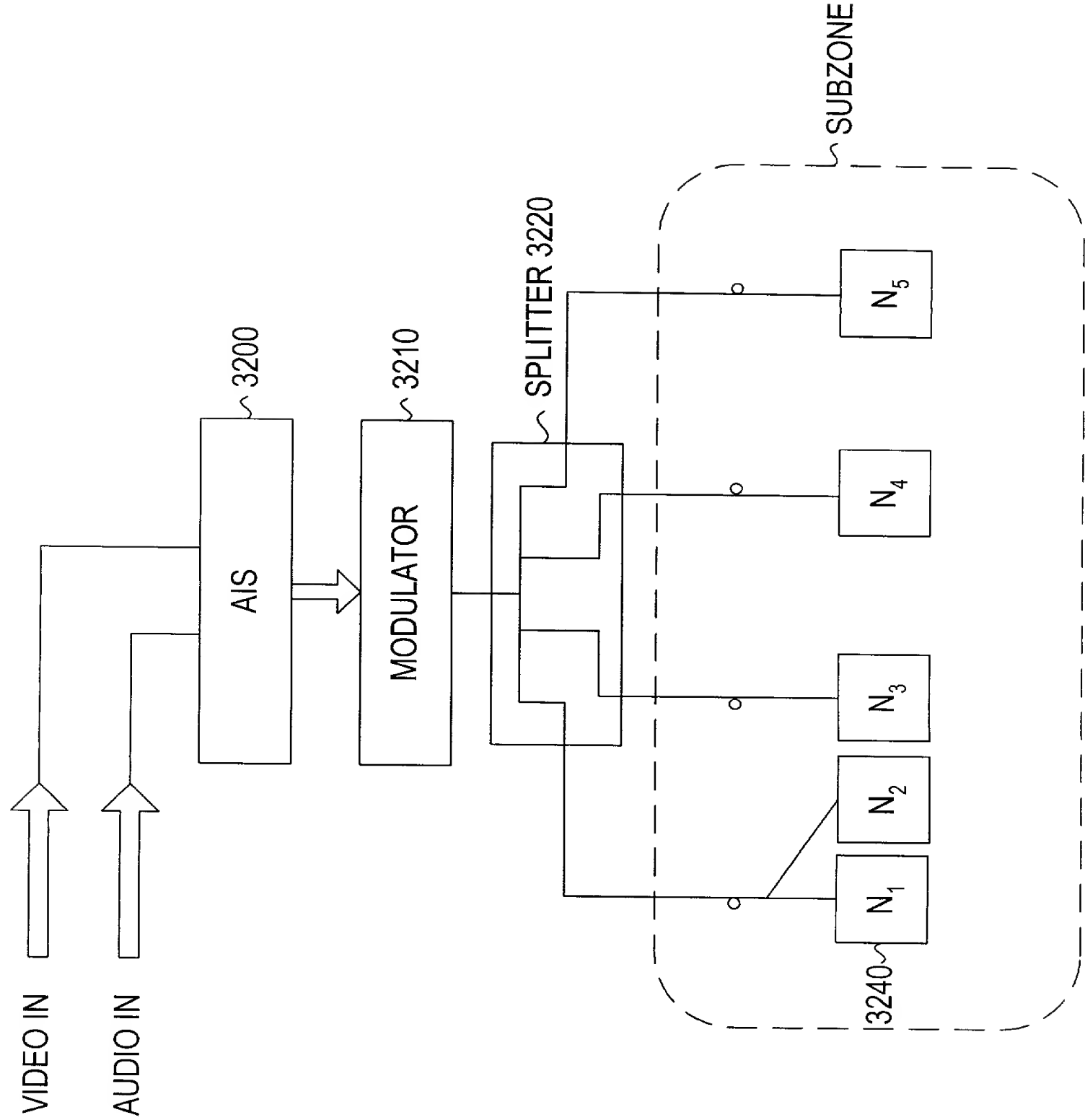


FIG. 32

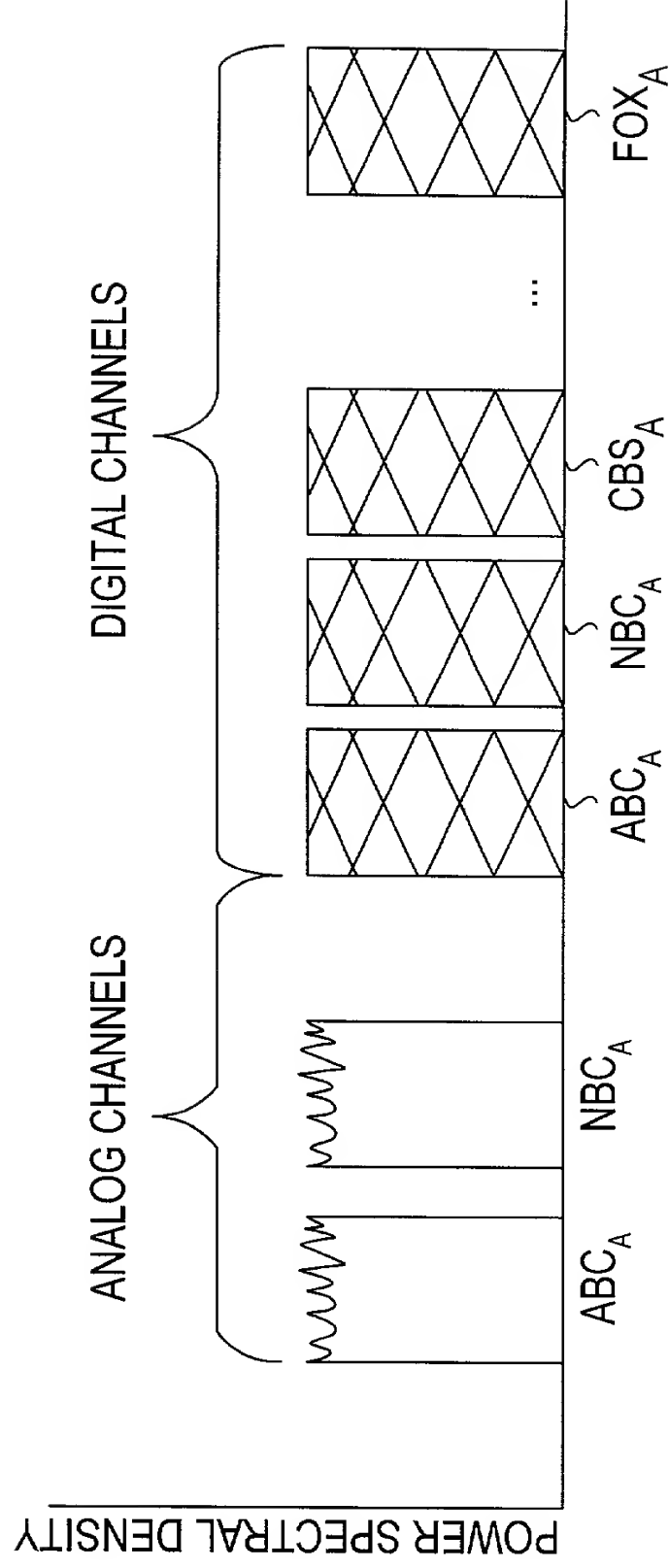


FIG. 33

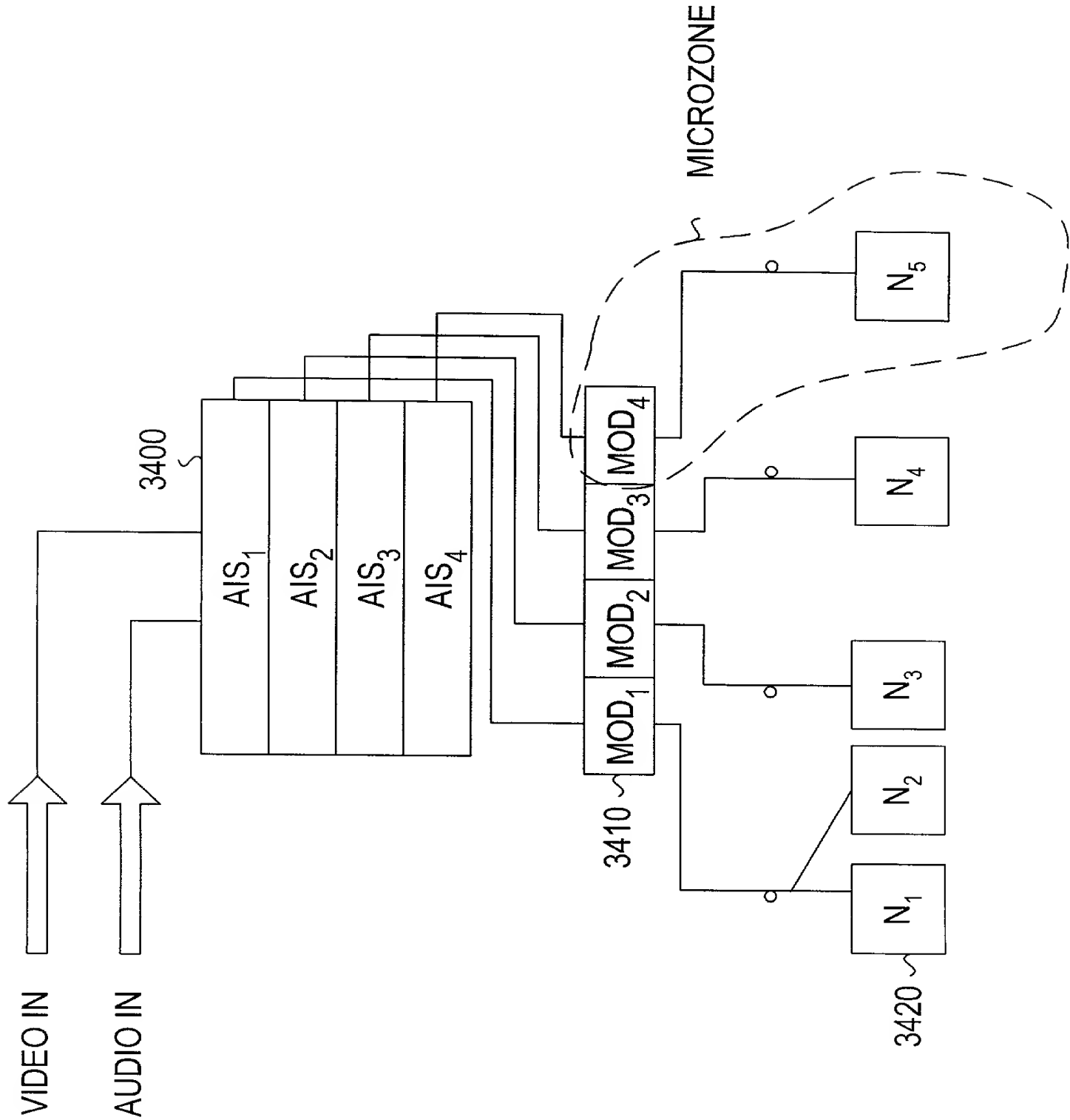


FIG. 34

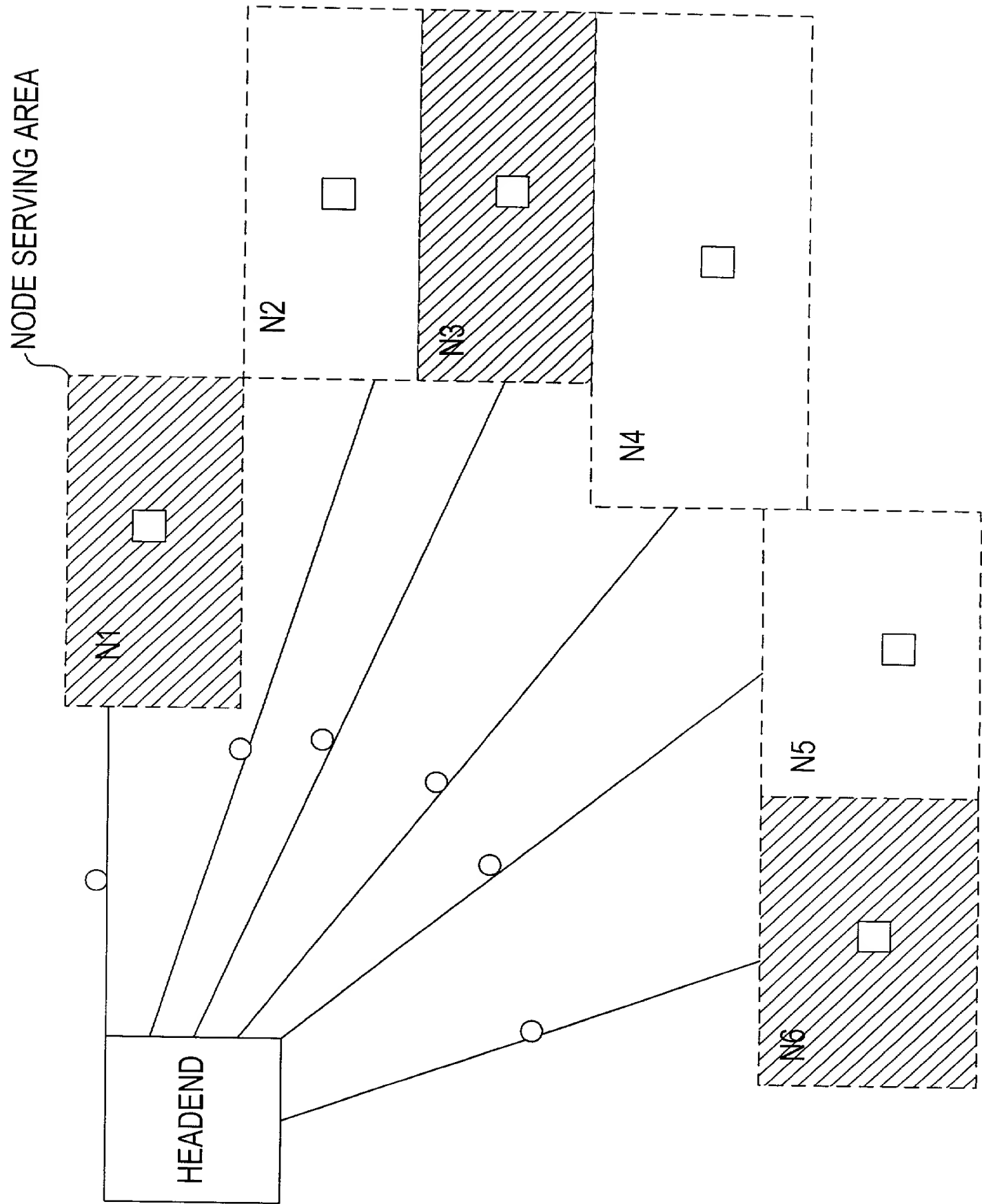


FIG. 35

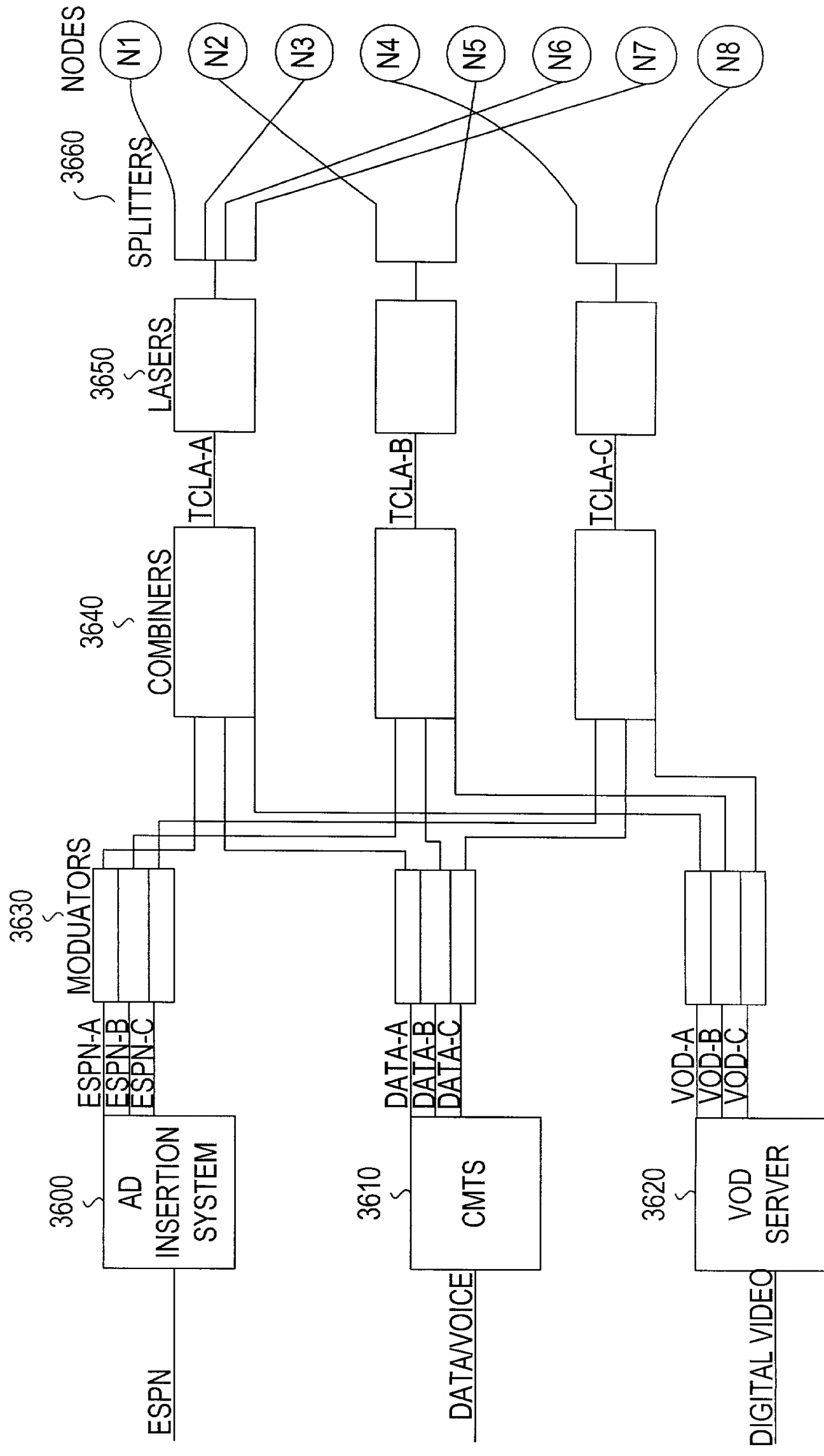


FIG. 36

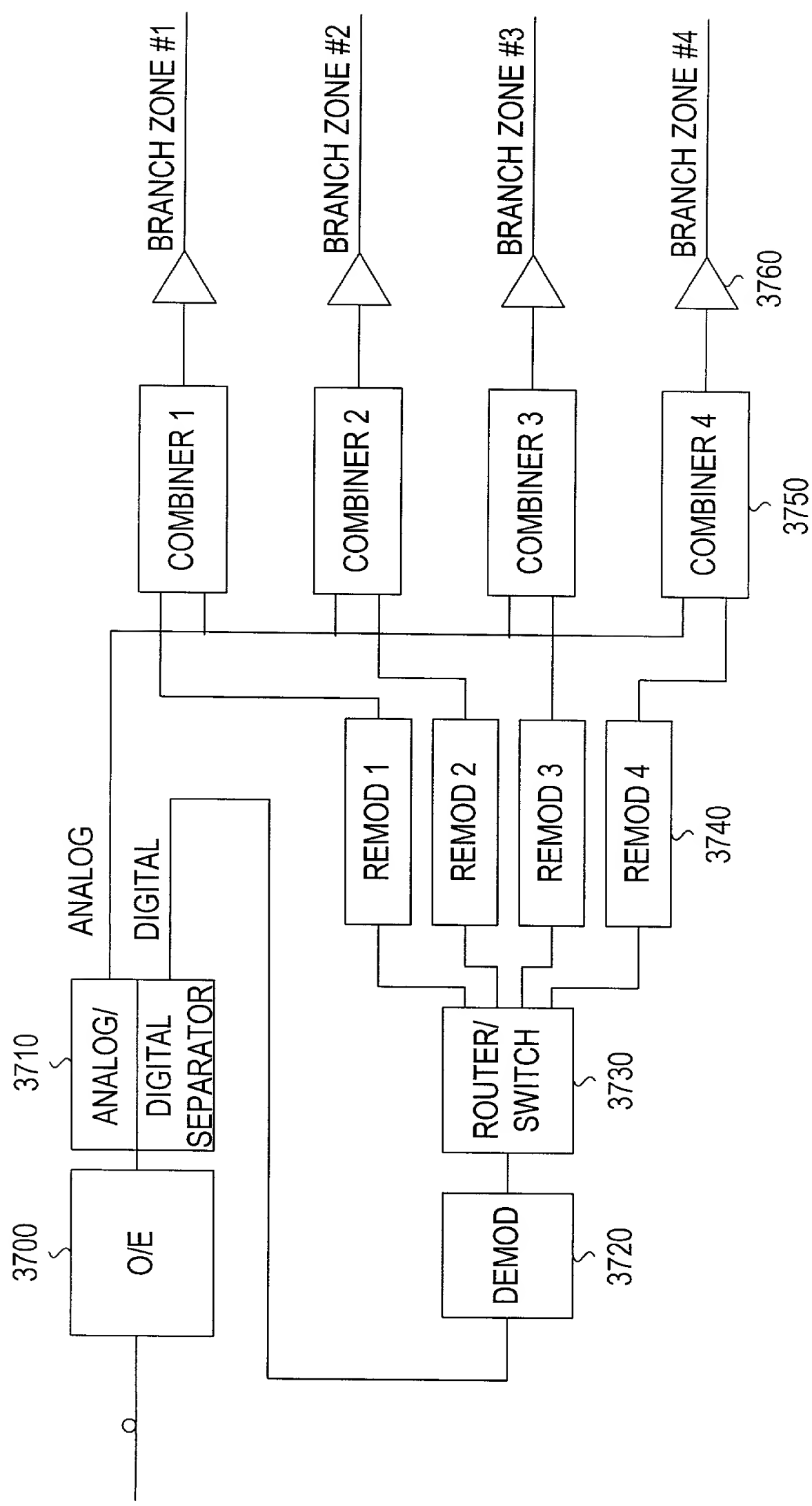


FIG. 37A

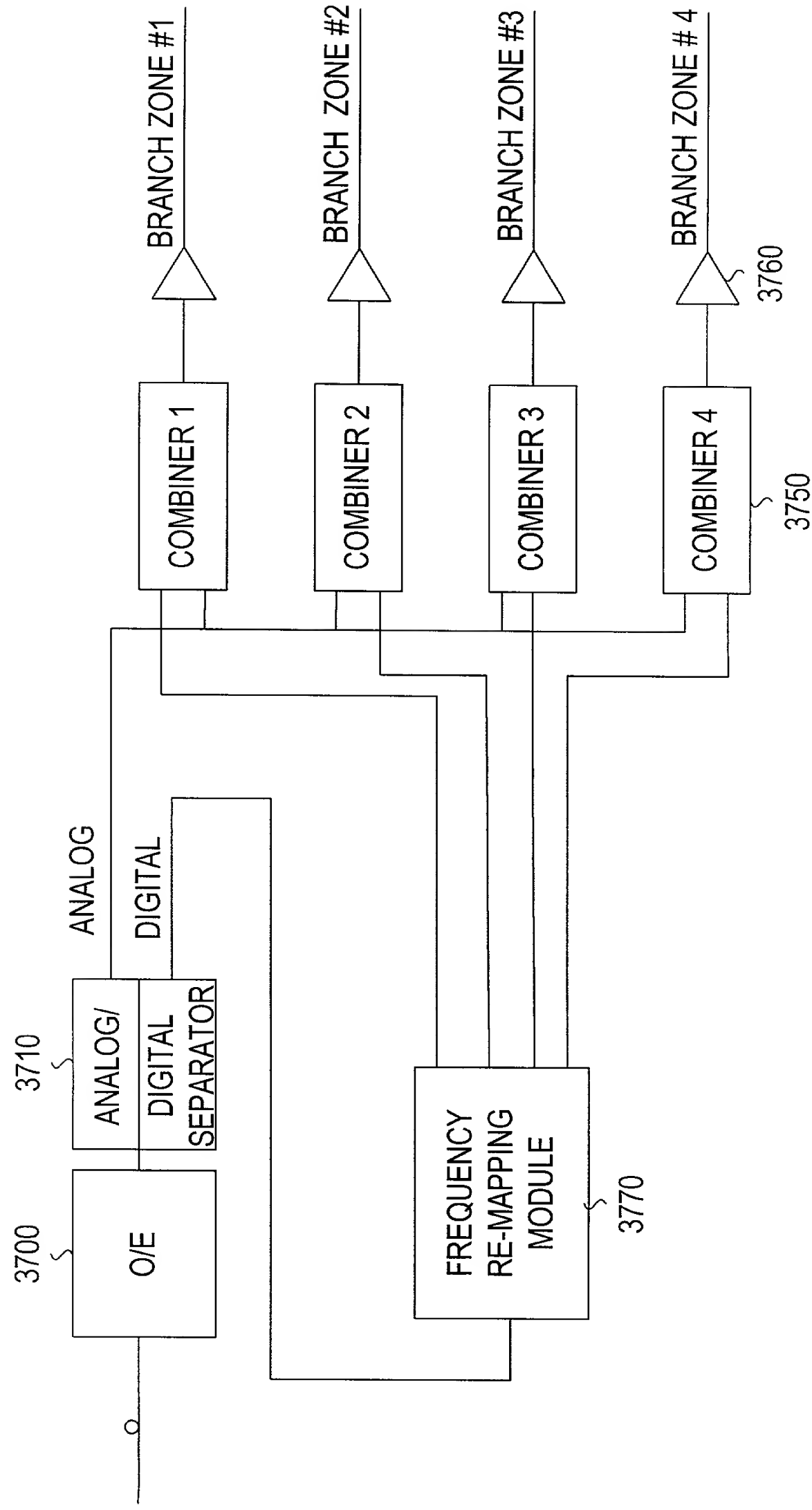


FIG. 37B

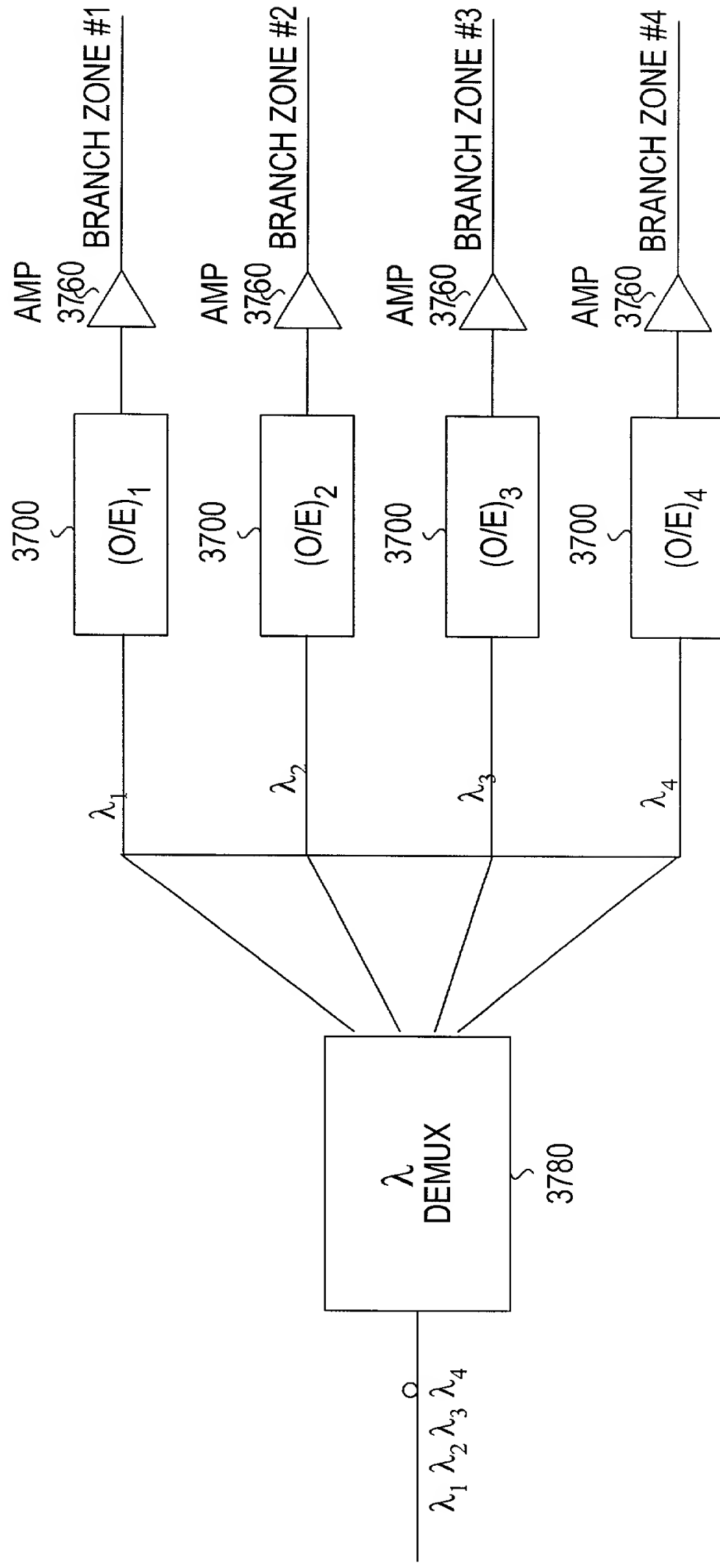


FIG. 37C

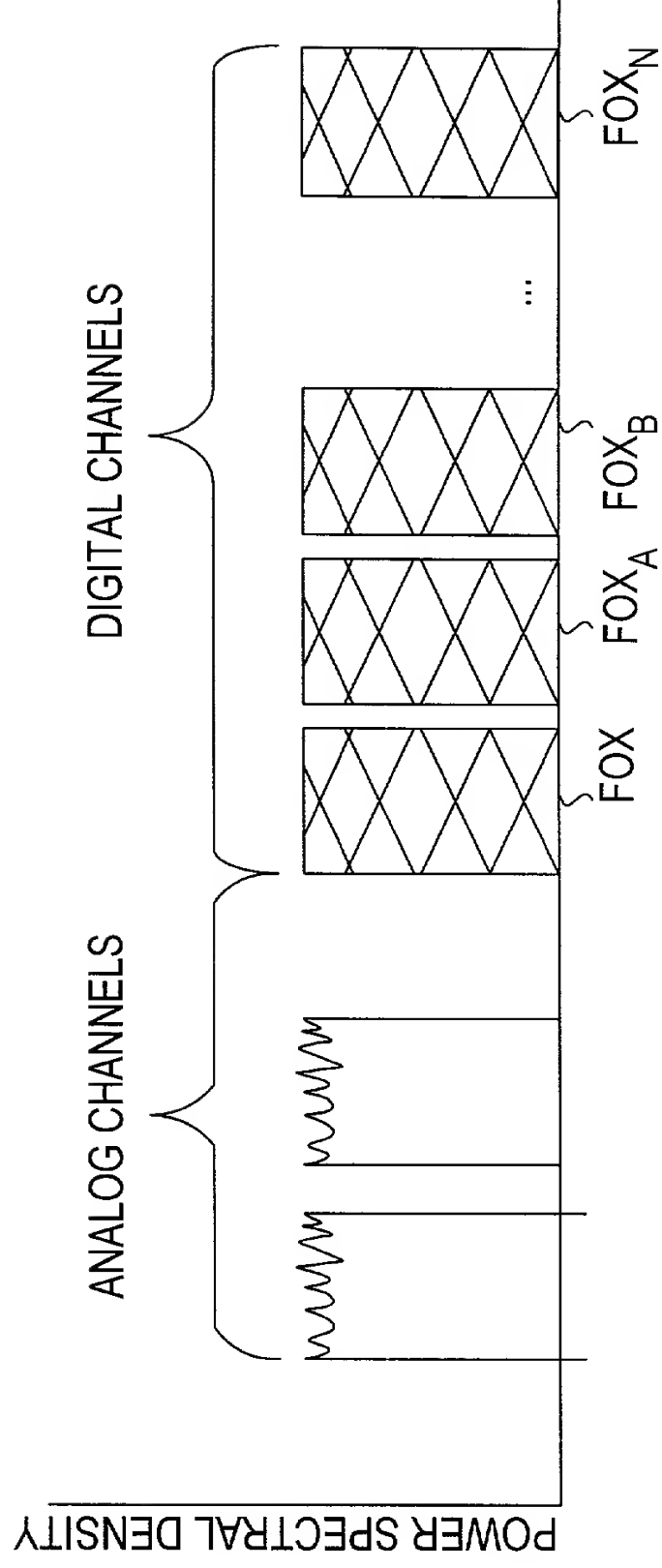


FIG. 38A

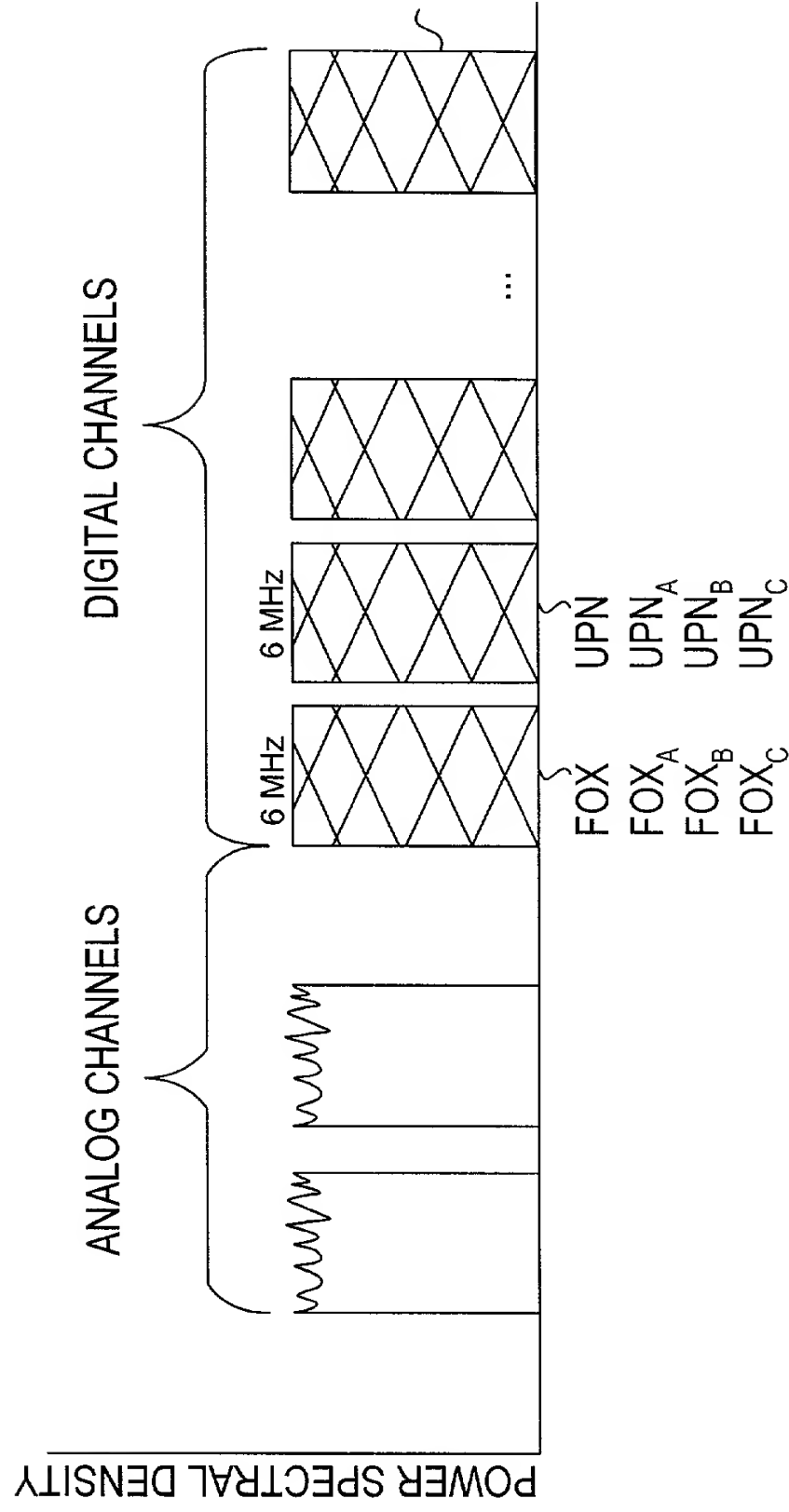


FIG. 38B

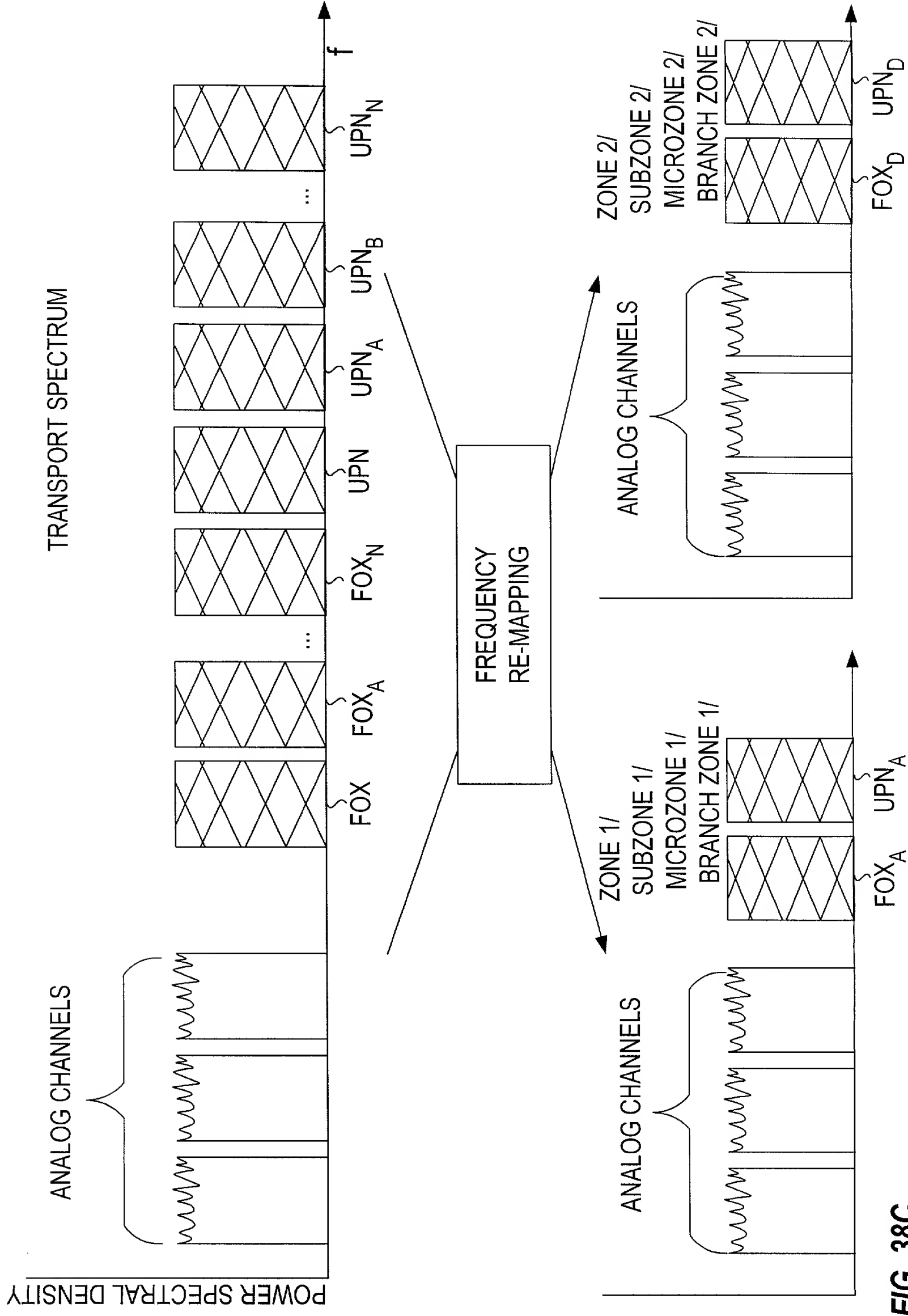


FIG. 38C

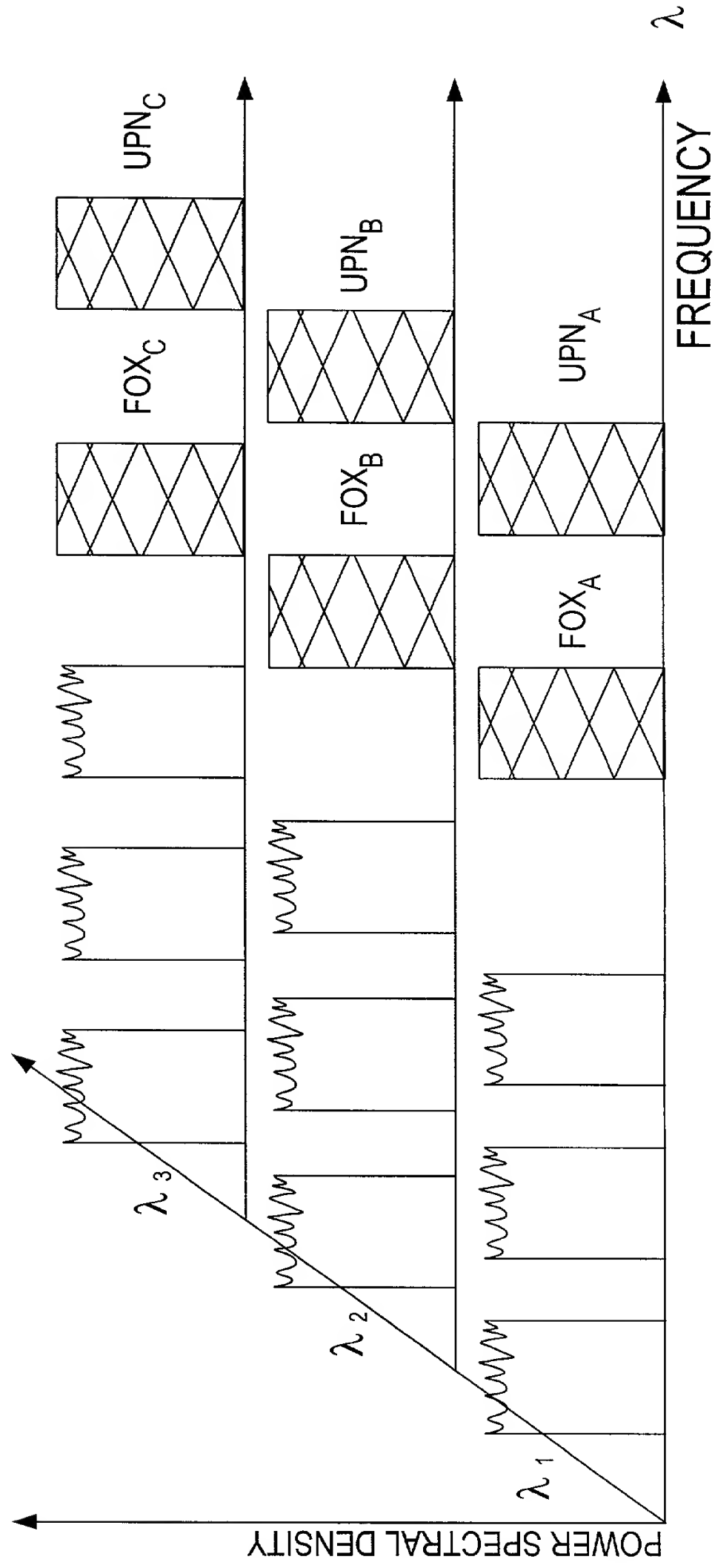


FIG. 39

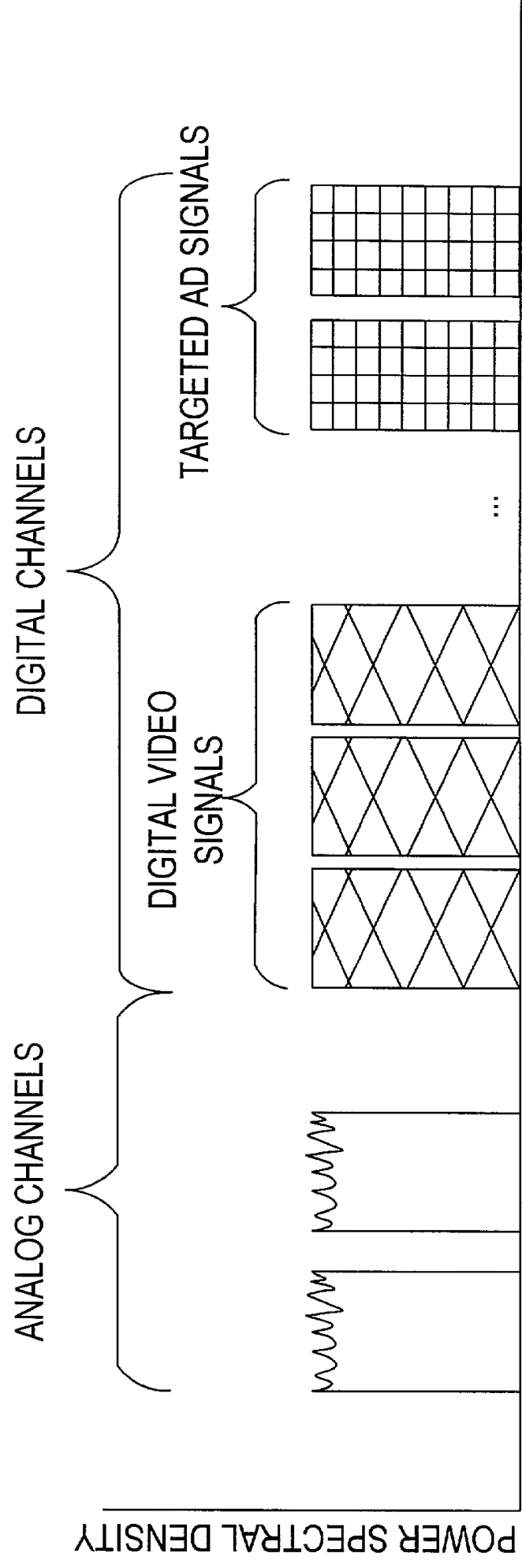


FIG. 40